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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV. NEW YORK, JANUARY 5, 1911.

No. 1



Advertising is a bridge between the man who *has* and the man who *needs*. In building bridges the engineer has to cross streams, cut embankments, remove obstructions—but he finally gets a short route for folks and goods from *here* to *there*.

In advertising we must straighten out a lot of trade tangles, consider many competitive conditions, adjust intricate jobbing and retailing relations; but, finally, the short-cut, through-route is established—the Ayer line, so to speak.

The man who *has* and the man who *needs*—they are the parties of real importance in every commercial transaction. If you have something for sale, let us explain our facilities for constructing a bridge to the man who needs it.

Philadelphia

New York

Boston

Chicago ✓

## "In The Day's Work"

**I**T is a toilet preparation of extraordinary efficiency; so extraordinary, in fact, as to appear almost an exaggeration in its name and its claim.

A single phrase so relieved the situation as to answer every question and make every advertisement appeal to an audience much larger and more valuable.

Just five words—but evolved after some days' careful thought.

Name on request.

### FEDERAL ADVERTISING AGENCY

"Put it up to men  
who know your market"

New York

Chicago.

Cleveland.

St. Louis

Address: 231-241 West 39th Street, New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

VOL. LXXIV. NEW YORK, JANUARY 5, 1911.

No. 1

## BETTER COLOR WORK IN ADVERTISING.

THE NEED FOR STUDY AND TASTE IN  
PRESENT-DAY COLOR ADVERTISING  
—THE NUMEROUS AWFUL EX-  
AMPLES EXTANT— APPROPRIATE  
COLOR SCHEMES FOR PARTICULAR  
PRODUCTS—PRACTICAL HINTS.

By William Jean Beasley,  
Advertising Director, Hart, Schaffner  
& Marx.

[NOTE.—Besides being periodical advertisers, Hart, Schaffner & Marx are also among the most extensive and able users of direct mail printed matter in the country. They issue over three million beautifully colored style books each season, in addition to an abundance of other color printed matter, for both consumers' and dealers' use.]

I have been asked by the publishers of this magazine to deal with the use of color in advertising, and wish to preface all by stating that the problem is too big for one to cover even half way in any kind of an article on the subject. It could only be successfully handled, in my opinion, through a series of lectures illustrated on the spot.

The use of color in anything is happy and contagious. Those nearest to nature enjoy color to the greatest degree in the big sense, and have shown exquisite taste. For example: The American Indians—their decorative forms and color schemes trace back to the old Eastern school. The Chinese—and, later, the Japanese, have influenced all modern art. The French school of today is an influence of the Japanese school. Whistler is an example of how the Japanese have influenced modern handling of color.

It is well to realize that the greatest masters in the use of col-

or had the simplest handling of it. Velasquez, the great portrait painter, painted the mass of his canvases from three chunks of color on his palette:—black, orange and gray. Whistler discovered this; so did Sargent, and they have followed this rule, successfully.

Before color is to be introduced in your advertising, one should look well for a mind trained in drawing and in the grammar of ornament, as study in this direction gives one the understanding of the possible application of color decoratively. This part of the training sets one right as to where it is possible to appliqué color decoratively. In ornament, or on flat planes, there are certain lights and darks which must be handled in proper color relation or value consistent with the amount of ornament; and color may be applied in one spot in a flat treatment, and not to another, etc. For example, a flat background of gray, suggesting leaves and branches, and growing on this, an apple; you could get no effect or meaning out of coloring the leaves green and leaving the apple a piece of white paper, but one could obtain a telling effect by treating the apple in red and having no color other than the gray in the background. If one would substitute blue for the red, on the apple, it wouldn't mean anything, but many advertisers sail as far away from nature as this, in their color scheming.

It is often amusing and, nevertheless, tragic to note the color handling in some of our magazine advertising, and in the street cars, etc. For example, a large half-tone of a *chef* holds out a colored package (many insist on the artist showing six sides) containing food

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stuff. There is no color in the hand in half-tone, holding the package, nor in the face or any part of the body of the figure, but the package is resplendent in color, and, no doubt, the advertiser feels that it is a ten strike; but, unfortunately he is in the dark.

And, then, again, a half-tone is printed, a figure: the advertiser feels that it looks too cold and raw, and color is added. Perhaps only a tint placed on the face, but often forgetting that the hands are, also, flesh and blood; and even if he is a careful fellow, and puts the tint in all places on flesh, it is still warmth in these spots peeping through a cold half tone; which is always a tragedy.

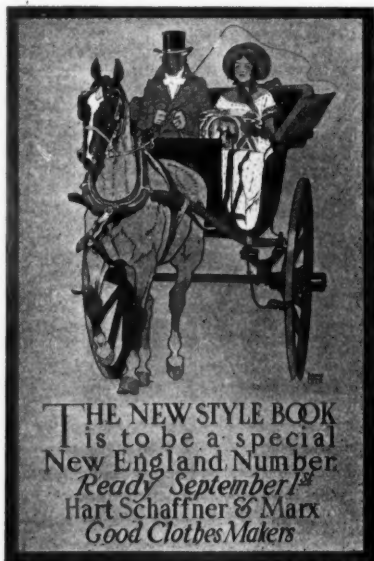
And here let me add that the strangest thing to me is that if one's child is ill, you naturally call the doctor; if a bone is broken, a surgeon. But the only place in this life where an untrained mind carries great weight, as a rule, is in the designing of advertising.

I have been in various places where the use of color in advertising is directed by some "boiler-maker," who might better utilize his time in installing red and green glass jewels in "base burners" for the parlor, containing the bromide of "father" in red plush frame.

An advertiser should learn, early, if he intends to introduce color to stick to that ever first rule: simplicity. And, more often, the proper arrangement of two colors is more effective than the use of five. What is more horrible in suggesting to the public on a street-car card, to eat "putrid asparagus," with a poisonous dressing oozing all over the platter; or a gelatine pudding—another delicacy of the table—with a kinky-haired nigger on either side, toggled in yellow ribbons, and printed in a crude black ink; or, perhaps a *verdigris* pickle,

another poisonous note of color, a little farther down the line!

Color schemes for the use of talcums, perfumes, soap, etc., immediately suggest a delicacy in color handling, compared with starch, which is a cruder-looking product in the blue box. After all, it is a game of psychology, and I firmly believe there is such a thing as a color mind. Both the starch and the talcum have been handled very successfully in this country. At the last advertising art show, at the National Arts Club, New York, were two



THIS LARGE SIZE POSTER BY PENFIELD IS EXQUISITELY AND HARMONIOUSLY COLORED IN MODERATE TINTS ON A LIGHT BROWN BACKGROUND.

German posters on the wall; one advertising a package (which, by the way, was smartly designed) of a certain brand of coffee—the other, a shoe ad—both wonderfully simple and charmingly schemed in color. Neither of these articles of merchandise have ever been so strongly suggested in a poster before. They were wonderful advertisements, and no one could get by them.



# MAMMOTH WORLD

## WANT RECORD!

# 1,546,897

Separate Advertisements Printed in 1910

**131,800** | MORE than THE WORLD'S  
own previous best record of 1909.

**587,491** | MORE than ANY OTHER  
New York Newspaper.

**Greatest Number of Advertisements in Any  
Newspaper on Earth!**

Last Year's Figures of the 12 Important Advertising Mediums Here and Abroad:

|                       |                   |                          |             |
|-----------------------|-------------------|--------------------------|-------------|
| NEW YORK WORLD        | 1,546,897         | Cincinnati Enquirer      | - - 769,416 |
| New York Herald       | - - 959,406       | St. Louis Post-Dispatch  | - 752,929   |
| Berlin Lokalanzeiger  | - - 900,840       | London Daily Telegraph   | - 643,900   |
| Philadelphia Inquirer | - - 784,242       | St. Louis Globe Democrat | 468,680     |
| London Times          | - - - - - 219,457 |                          |             |

Send All Advertising That Seeks Real Results to

## THE WORLD

PULITZER BUILDING

NEW YORK

**THE NEWSPAPER THAT DOES THE  
PEOPLE'S BUSINESS!**

The adoption of color, for anything to which it is to be applied, is to make that thing more beautiful, but how many of the advertisers who use stock blue, yellow, red and green, commonplace poisonous printers' ink, have done so to that end. The reason the big advertiser, who is generous to a fault, willing to pay the price for good printing and space, falls down without effective results in color use, is more often due to the fact that the direction of its use is left to someone wholly incompetent, who might better employ his color knowledge in painting moonlights on the office safe.

If an advertiser wishes to use color effectively, he would better seek the advice of one whose training and experience qualifies him to direct a work which is essentially an art undertaking. I might quote Whistler, which quotation, as I recall, was something like this: "That all the notes of the beautiful melody are in the piano, but one cannot be expected to produce a beautiful melody by sitting on the key-board."

I have before me a booklet, the cover of which is printed in blue and orange. If it were more on the purple with the orange warmer, much of the harshness in effect would fade away and not show up the bad drawing from which the cover is produced. It was done by an illustrator, with little training in drawing and none whatever in perspective. It is handled in an illustrative way and not in a decorative way. No illustration ever makes a cover design. This orange color has been applied by the printer in a perfectly dead flat. Of course, the figure being done on illustrative lines, stands in the round. Therefore there is no chance to soften or gray the edges. The entire cover has the appearance of being cut out and pasted on, and all covers done in this way will at all times look the same.

In combining color I would suggest following nature. A daisy growing wild along the country roadside is a color scheme. You find the dark brown center, the sage green stem and the rich yellow

leaves. Think of applying this to your dining room, putting the brown center as color for the oak finish and furniture, the green in a woven cloth on the wall and in the carpet, and the yellow ceiling running down to the frieze, with candles in the sconces, and you will have a color scheme which holds together. Go to the Bronx Zoo and study the snakes' backs for a mosaic and a color scheme for your next catalogue. Follow possible propositions in color schemes—schemes that live.

#### SPHINX CLUB DINNER JAN. 10.

The next dinner of the Sphinx Club, January 10, at the Waldorf-Astoria, New York, will have the most novel and interesting programme of many a month, as an effort has been made to have representatives of the state, city, the newspapers, the pulpit and "the woman behind the pocketbook" to give their views on "Honesty in Advertising."

The ethics of advertising will be discussed by the Hon. Fritz Reichman, State Superintendent of Weights and Measures, who is said to have shown Mr. Driscoll, the former city superintendent, how to wage his warfare on false measurement and weights that created such a stir. Mr. Reichman has something to add to that crusade that will be extremely interesting.

Comptroller William A. Prendergast will take up "Honesty in Advertising" from the viewpoint of a city official. Mr. Prendergast is noted as a speaker.

Dr. Nathan Krass, Rabbi of the Temple Israel in Brooklyn, a newcomer and already noted for his oratory, gives the title of his address as "An Autocosm of Advertising."

Dr. Andrew McLean, editor of the *Brooklyn Citizen*, is too well known for his eloquence to need more than his name mentioned—and he will speak of "Honesty in Advertising" as viewed from the editor's chair.

Miss Marie Fitzgerald, author of several plays, among them being "The Play Without a Name," and a critic as well as publicity manager, will sum up the dry goods advertising of the city by giving "The Views of a Woman as to what 'Value \$150, price \$25' means."

#### EARLY SHOPPING CAMPAIGN A SUCCESS.

The early shopping campaign inaugurated in Boston and given wide publicity by the Chamber of Commerce, the Retail Merchants' Association and newspapers, proved very effective. Department stores and other centers of Christmas buying began to feel the effect of this campaign a month or six weeks before Christmas, and the congestion usually occurring the last week was very much lessened.

## WHY GERMANY NEEDS AMERICAN ADVERTISING AT HOME.

IN ADVERTISING MATTERS, THE FATHERLAND IS STILL AN AGRICULTURAL COUNTRY, BECAUSE THE BIG AGENTS FARM MOST OF THE SPACE—POSTERS ARE HIGHLY DEVELOPED, BUT ADVERTISING HAS YET TO BE LINKED WITH THE DISTRIBUTING MACHINERY OF THE COUNTRY.

By James H. Collins.

[NOTE.—Mr. Collins is at present traveling in Europe studying foreign advertising conditions for PRINTERS' INK.]

The average American's knowledge of advertising in Germany is usually confined to an impression that somebody once told him the principal medium over there is the street pillar, upon which the Germans stick posters not so large as ours, and that the pillars are regulated and the posters censored by the police.

In the main, this is true.

If it were not, the average American advertising man wouldn't greatly worry, for the extent of our trade in Germany is such that few in the United States have ever given thought to the problem of reaching the German people with a business story.

Perhaps our attitude will change within the next ten years.

Even now there are a few American concerns in Berlin with their goods so well placed in the German market that they maintain advertising departments of some sort. The Germans buy our steam-heating apparatus, farm machinery, safety razors, office devices, typewriters, toilet goods and other Yankee notions. We sell them more stuff than is realized here at home, and shall sell them more in future.

Again, the home market of Germany is being developed as the country grows rich from its export trade. Within the past five years tremendous changes have

taken place in Berlin's business life. Big sheets of plate glass have replaced the small panes of the old shops. Department stores have sprung up. Windows are handsomely lighted and dressed. The electric sign has appeared, and there is a wide interest in modern business methods. The German home market is in a state of evolution that will ultimately make our advertising highly interesting to manufacturers and merchants.

So, it is not unlikely that some American advertising men of German descent, familiar with the language, might establish themselves in Berlin, as a number of Americans have established themselves in London's vigorous advertising community. Just now, it must be confessed, it is difficult

to see what especial attractions Germany offers the American who could succeed there as an agent, a copy man or an expert in marketing. For the Yankee capable of building up a business in Berlin could build one more quickly in New York or Chicago. However, Berlin might be congenial to some Americans. Perhaps some of our advertising men may like the Prussian capital be-

cause the climate agrees with their wives.

Germany's advertising industry to-day is about where ours was thirty years ago, with perhaps the single exception of posting, which might well be studied by our outdoor and street car concerns. Modern Germany has blossomed out amazingly in architecture and decoration that expresses the national aesthetics and the posters partake of this artistic development. On the famous street pillars one sees chiefly theatrical and concert programmes, printed in type and changed daily. But in the underground railway stations and elsewhere the colored posters are a continual source of delight. The Germans have learned how to make them effective in all shapes and sizes.



INGENIOUS GERMAN  
LAYOUT.

They treat the narrow horizontal strip as neatly as the square or the slim upright three-sheet. Their use of color and fine printing produces posters that are much more finished than the French *reclames*, and they are not afraid to employ humorous ideas to advertise a tooth powder, a fat cattle show or a six-day bicycle race.

German business men spend plenty of money in "scheme" advertising. Some of the schemes are ingenious, like the little slot machines on every hotel counter which give two five-pfennig postage stamps for a ten-pfennig piece. A company maintains them, and gets its profit from the advertising on a slip of paper twice the size of a postage stamp in which the stamps themselves are folded. The ads are wretchedly printed, and of no real value.

When it comes to periodicals, there are excellent mediums for covering the whole country. Germany has no great national mediums like our magazines, or the major London dailies, with their national circulation. But German

grew much interested in explaining it when told that, from an American's viewpoint, German advertising appeared to be where advertising in the United States had been twenty years ago. Mr. Popper said, very loyally, that he considered German advertising quite as good as that done in America to-day. From time to time Mr. Mosse had suggested that he, Mr. Popper, run over to America, in the commendable German fashion, and see if there was anything there that they might adopt in their own business. But Mr. Popper had not yet found time to do this, and he expressed some doubt as to the possibility of there being anything worth while. He seemed to be honest enough in his belief that the half dozen agencies in Berlin compared very favorably with the enormous advertising interests centered in New York and Chicago, and probably that is an excellent way to feel about it.

If Mr. Popper ultimately comes to America, however, he will have a fine time, and probably carry



A ROW OF BRIGHT GERMAN LAYOUTS IN FAVORITE STRONG BLACK AND WHITE.

dailies are good, and there are weekly reviews corresponding to *Life*, as well as trade and farm journals.

The space in practically all these periodicals, however, is still "farmed" by a few advertising agencies. Rudolf Mosse, of Berlin, a publisher as well as an agent, is said to control advertising space throughout Germany to such an extent that it would be more or less futile to try and cover the country without his assistance. Mr. Friedrich Popper, the general manager at Mosse's agency, is a man very well informed on advertising in the Fatherland, and

home more ideas than he anticipates. It will surely be of interest to him to see how our advertising is being linked into distribution and selling, and to what degree the advertising agent and the advertising manager hold the confidence of our manufacturers.

In Germany, it appears, there is tremendous difficulty in getting the manufacturer, after he has set aside money for advertising, to confide his selling plans or any other information about his business to his advertising agent. The latter is merely a broker in space to two-thirds of his clients. The latter prepare their own copy, and

(Continued on page 12)

# NO SUBSTITUTE

**O**NLY one general medium reaches as much as 10% of the Wisconsin Agriculturist's subscribers.

Only eight separately reach as much as 3%.

While a total of 67 general mediums—magazines, woman's papers, mail-order monthlies, fashion magazines, children's papers, etc., reach scarcely a half of our readers.

And these figures are furnished by those readers themselves.

## The Wisconsin Agriculturist Blankets the State

It goes to one out of every three farmers in a state where one half the people are agriculturists—please note that means it reaches one out of every six homes!

Does that carry a suggestion of editorial power such as shows plainly in its results to advertisers?

Do you know of any other paper subscribed for by one out of every three possible subscribers?

No? Well there are other facts about The Wisconsin Agriculturist just as interesting. To whom shall we address them?

### THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher  
Racine, Wisconsin

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert,  
Western Representative,  
First National Bank Building, Chicago.

Member Standard Farm Papers Association.



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## **To Advertisers in the Chicago Field**

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From 138,041

To 198,162

## **IN THREE MONTHS**

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On Monday, October 3, 1910, the price of the daily edition of The Chicago Record-Herald was reduced to one cent. The last day at two cents, Saturday, October 1, the net solid circulation was 138,041. On October 31 the net solid circulation was 172,852; on November 30, 178,196; on December 31, 198,162.

# **The Chicago**

## **DAILY NEWS**

New York Office Fifth

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## **A Gain of 60,121 in Three Months**

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The Chicago Record-Herald's circulation, unlike that of two of its competitors, does not contain a single copy of "coupon" circulation, which involves the purchase by a single buyer of thousands upon thousands of papers from which the coupons are clipped, the rest of the paper being sold as waste.

The net solid circulation of The Sunday Record-Herald on December 25th was 210,044 copies, a gain of 23,706 in three months.

*Largest Known Morning Circulation in Chicago*

**Record-Herald**

**NEED 198,162**

**Office Fifth Avenue**

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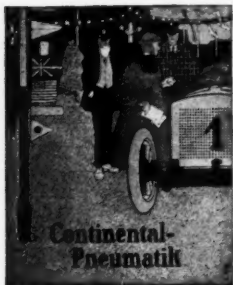
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bring it to the agent. If the agent suggests that it might be better, the advertiser suspects that he is trying to tell him how to run his business. Naturally, advertising is seldom employed to strengthen the weak spots in selling territory, or to stimulate the retail trade at the same time the story is being told to the consumer. In fact, hardly any story is told the consumer in the ma-

to be developed. Thus far, most of her activity has gone into export trade. The frugal Germans at home, working twelve hours a day, and living simply, have not been regarded as customers to be compared with the high-living Yankee, or Briton, or South American. Trade lines at home have been tightly drawn, and commodities have been permitted to flow through the regular chan-

nels of trade about as they would, with little of the specialized selling effort which we put forth. With all its organization for protecting prices and profits, the German mercantile trade at home is rather an indifferent machine. The German retailer deeply resents examination of goods if the customer



SOME STRIKING GERMAN GENERAL PUBLICITY.

jority of cases, for the copy is usually small, and except in such things as patent medicines is kept pretty close to general publicity lines.

Whatever a German advertising man might learn by visiting our country, there is no question that an American advertising man learns much in a trip to Germany. But what he learns is chiefly to gauge the great advance which our own advertising has made since the days, twenty odd years ago, when space was farmed by the big agencies, and copy was of a general publicity character, and advertising had as yet to be applied to the great staples of life, and the development of thousands of novelties, and carried into every corner of our manufacturing and mercantile fabric. Here at home we have been so absorbed in working the development out that we have lost sight of the past. But in Germany the contrast is plain. Germany represents "Before," and we are "After."

Germany's home market has yet

does not buy, and wants to know why his time has been wasted. The Berlin department stores fill pages in the newspapers every day with lists of prices, but say little or nothing about the store's policy, and create no good will for it as an institution. The German consumer has yet to learn the convenience of our method of shopping by the printed word, and to watch developments in commodities as he watches developments in the news. But as the working hours in Germany grow shorter, and wages rise, and the people have more comforts and more leisure, the changes in the home market are bound to bring about more advanced methods of distribution and advertising.

[NOTE.—In an early issue of **PRINTERS' INK** will appear a second article by Mr. Collins, telling "Why Germany Needs Advertising in America."]

Howard P. Ruggles has resigned as eastern manager of the Philadelphia *North American* and has become associated with Seymour Eaton in the Shoppers' Guild, as secretary and treasurer.



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TO  
**Progressive Publishers**  
AND  
**Advertising Agents**

**Whose Business Has Shown  
Progress During 1910**

**PRINTERS' INK**  
**ANNUAL REVIEW**  
**NUMBER**

**Dated January 19th      Press Day January 12th**

**Offers you a splendid opportunity to tell  
your story of success to the national adver-  
tisers of the United States and Canada.**

**Rates: \$100 per spread; \$50 per page;  
smaller space pro rata. Early reservations  
naturally receive best position.**

**PRINTERS' INK PUBLISHING CO.**

**New York**

**Boston**

**Chicago**

**St. Louis**

**Atlanta**

**Toronto**

**Montreal**



# We make a statement

There are hundreds of thousands of people with comfortable bank accounts who don't know they want an automobile. Advertising is going to create that desire.

There are more hundreds of thousands that need automobiles, but do not as yet recognize the fact. Advertising is going to show that need.

There are even people who want a car and have the means to pay for it, but cannot get it—because there aren't enough cars made.

We hear the warning cry of "overproduction"

—and the whisperings of cynics that automobile advertising has reached its zenith in an unhealthily inflated market.

We reply that the supply is not adequate to the potential demand

—and that automobile advertising is a growing force

—that the 25 pages of automobile advertising in Collier's special issue for January 7—a hitherto unequalled record—  
—are only a beginning

—that 18,876 lines of automobile advertising in a single issue of a magazine of general circulation will be overshadowed in the not very far future.

## TABLE TENT

Collier's Automobile Supplement

Decorating the Automobile  
The Long-Lived Automobile  
Picnicking by Motor  
Modern Road-Making  
The Lesson of a Foreign Tour  
Front Wheel Braking  
Setting New Standards of Road Construction  
The Automobile Howdy  
The Much-Discussed Tire

**Collier's**  
*The National Weekly*

## —and prove it

The total investment in the automobile industry last year, including commercial vehicles, was about \$300,000,000, yet it is stated that the expense of ownership and maintenance of all automobiles in use last year was only about 10% of the money tied up in horse-drawn vehicles.\*

Does that look like overproduction?

Every one of the 800,000\* horse-drawn vehicles that are sold each year can be advantageously replaced by a self-propelled vehicle, either gasoline or electric. The present aspect of 5th Avenue, where motors absolutely dominate, is a prophecy for every town and city in the country. That machinery will replace animal power wherever it comes in competition with it is a sound economic principle—and therein lies the safety of the automobile industry.

It's only a question of education

—and the education is merely a matter of advertising.

Does the \$43,400 of automobile advertising in Collier's Automobile Supplement of January 7, a veritable catalogue of the automobile industry, seem like overadvertising?

—in more than 500,000 prosperous homes?

*E. L. Patterson.*  
Manager Advertising Dept.

\*We are indebted to "Motor" for these Statistics.

### TABLE OF CONTENTS

Supplement for January 7

The Complete Motor Tourist  
Good and Bad Driving  
The Gasoline Problem  
Electric Vehicles — To-day  
and To-morrow  
Trucking by Motor  
Every Man His Own Mechanic  
The Auto as a National Asset  
Cost: Expense Account and  
How to Keep It

**Collier's**  
*The National Weekly*

Primer points which every advertiser ought to ask every publisher

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# 2

## What is your editorial policy?

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James Eaton Tower, Editor, gives it in these words: "I set out ten years ago to gather the experience of thousands of the best housewives in the whole United States, along with the wisdom of the foremost authorities in the housekeeping and home-making arts, and thus develop a literature of the Home. By 'literature' I mean, not text-book stuff — wooden and cold — and stupid — but live, human stories of failure and success which should point the way.

"New blood, new methods, and new enthusiasm thus revitalized the Good Housekeeping Idea then fifteen years old. Today its weight and worth are well-recognized big factors."

Editor Tower's statement ought to help you to fully understand why we have such a hold on our readers.

*There is no waste to this circulation*

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# GOOD HOUSEKEEPING MAGAZINE

*The Largest Class Publication in Any Field*

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## "WANT ADS"—THE GRAMMAR SCHOOL OF ADVERTISING.

HOW A GREAT METROPOLITAN DAILY RECRUITS ITS DISPLAY SELLING FORCE ALONG WITH ITS ADVERTISERS—PRACTICAL TIPS TO AMBITIOUS COPY WRITERS—CLASSIFIED SECTION THE MODERN INDEX OF NEWSPAPER ADVERTISING EFFICIENCY.

By Roy R. Bailey,  
Manager Advertising Promotion of the  
*Chicago Tribune*.

A few days ago the *Chicago Tribune* printed a little two-line want ad offering a watchmaker's job in Seattle. "Permanent position for competent man," was the trend of the ad, which bore the address of a national jewelry firm's Chicago office.

The ad appeared Monday morning. Long before the office doors were opened an alert young man was waiting among the older applicants in the hall. "I called in answer to your want ad," he told the manager.

"Why, you're not a watchmaker?"

"No, I'm an assistant passenger agent," and he handed the manager the card of a great transcontinental railway.

"But, my dear sir, our ad was for a watchmaker!"

"Certainly. But whoever lands the job is going to need a railroad ticket, isn't he? Like as not he's a family man—they're always keen after permanent jobs—so there's several tickets! I'll just wait till you've sifted these applicants down a bit and take the matter up with those that are left."

Now there's advertising promotion for you! Incidentally it's a very fair example of the thoroughness with which the selling field may be tilled by salesmen who understand their business and realize the tremendous leverage of the modern want ad.

The amount of classified advertising, or want ads, carried by the metropolitan newspaper of to-

day is the accepted index of its advertising efficiency. As *PRINTERS' INK* says editorially every week, "A large volume of want business is a popular vote for the newspaper in which it appears."

People who have never studied the inside workings of a great daily can have little idea of the selling power and human interest appeal of the classified columns.

There's a real reason for the presence of this want ad engine in the machinery of the modern newspaper's high geared organization. It is based on a fundamental human need—the need of the employer to get into quick and close touch with the market supply of employees of the better class; of the man with something to sell to get into instant touch with people who want it; of people with houses, flats, farms to rent to get into close touch with prospective tenants.

Right here is where conditions peculiar to large cities necessitate intensive advertising development. In country towns and small cities, everybody knows almost everybody else. Folks are well enough acquainted with their neighbors to make their offerings known by word of mouth; the neighborhood becomes the natural clearing house. But in a great city this doesn't hold good. People live for years in flats or apartments without a ghost of an idea who their fellow tenants may be. The very word "neighbor" loses its significance, and with the social loss comes an equal handicap in making known and filling the routine wants of daily life.

How, then, are city people to make these wants known? How are they to find better positions—or better help? How are they to go about improving their condition in any respect, such as wages, employees, living surroundings, and so on? With the swift growth of the great cities this need has become more pressing every year. A people's clearing house is the logical solution, and the intensive development of classified advertising in the daily newspaper is the natural response

to this demand. It has called forth results out of all proportion to our original expectations and revealed an underlying power and appeal entirely unsuspected a dozen years ago.

Consider for a moment the problem that confronts the average city dweller when he decides he ought to make a change. Display advertising is a sealed book to him; he has no tangible idea of how a display ad is built. He doesn't really know what he wants to say, to say nothing of how to go about getting it dished up in print. If he expected to do a lot of advertising he'd feel less hesitancy about asking the newspaper itself to fix it up for him, but he doesn't. He doesn't even know whether he will ever advertise again—it all depends on the results of his first ad. The thought of advertising hasn't occurred to him till he has tried out the ordinary hit-or-miss methods of filling wants and found them inadequate; were his idea of the advertising proposition less hazy, he'd have tried it a long while ago.

Who's going to help this man? The advertising agency can't, for he isn't ready for it yet. Besides, there's nothing in it for the agent at this stage. He hesitates on middle ground, stranded between the desire to advertise and the mysterious method of accomplishing it. Up to the past few years nobody was in sight on that great middle ground to take care of him and show him where to go, and that's where the modern want ad found him wandering—the prospective advertiser waiting for somebody to promote him.

There you have the situation of the average beginner in advertising—a good example of the everyday individual of whom Abe Lincoln said: "The Lord must love the common people, for He's made such an awful lot of them." City life is swift and heedless, and the common citizen who tries to get ahead without a guiding hand soon comes to recognize himself as a very small drop in a very large and lonesome bucket.

The metropolitan newspaper

that is awake to its future prosperity gives careful attention to showing the every-day citizen how he can most effectively meet his routine wants at the least cost and in the shortest possible time.

As an educational proposition, this is much like teaching children to swim; no use taking them out beyond their depth till they've learned to feel at home in the water. The want ad section of the modern daily extends its advertisers a precisely similar opportunity to try out on a safe and moderate scale the plan which the beginner has seen so successfully followed by experienced advertisers.

It is obviously essential that the advertiser's initial venture be safeguarded in every possible way; it must pay him and pay him well.

The first modest investment in newspaper space—usually only a two- or three-line want ad—must be carefully and interestingly written; must be profitable to the advertiser in direct, tangible ways if the newspaper is to profit by it in turn. For it's the beginner who is always most easily discouraged, and the newspaper's real profit lies in repeat orders with consistently increasing space or frequency of insertion.

The classified department of the modern newspaper is the grammar school of its advertising—the display department its high school. After the advertiser has thoroughly familiarized himself with the advantages and working methods of his newspaper through consistent and systematic use of its want ad section, he naturally graduates into its display columns.

This is now a universally recognized principle of newspaper advertising, and holds good in recruiting the soliciting force of the display department as well as its advertisers. The classified solicitors, after due service on the instruction board of the want ad grammar school, are logical graduates to the staff of the display high school.

(To be continued)

### ADVERTISING TOWER MAY BE TORN DOWN.

Failing to meet the financial success that its Western promoters looked for the advertising tower on the Heidelberg building at Broadway and Forty-second street, New York, will probably be torn down and a more sightly office building erected in its place.

The building is owned by the Fourteen-Sixty-Five Broadway Company. Charles Masche, of St. Joseph, Mo., is president of the company, which is composed principally of Western investors.

The building cost about \$400,000. It was thought by the promoters that this tower would prove a great novelty in New York City and yield a handsome return on the investment.

The tower was completed last summer, and since that time just one sign has been placed upon it—Kellogg's Toasted Corn Flakes. Betts & Betts, who leased the tower for \$60,000 a year, have gone into bankruptcy, and numerous liens have been placed on the building.

### GAS ENGINE FOLK OPPOSED TO POSTAL INCREASE.

The National Gas and Gasoline Engine Trades Association at its recent annual meeting at Racine, Wis., passed the following resolution:

"Whereas, The United States Congress is now considering the matter of increasing the postage on the advertising sections of trade magazines, thereby adding to the ultimate cost of many meritorious articles of merchandise which must be made successful by publicity to insure the operation of thousands of industries, and

"Whereas, We recognize the fact that such organizations not only aid to develop many lines of trade by education and the publication of practical papers, but also that in numerous instances the advertisements in said papers are of almost equal educational value and beneficial in the upbuilding of business,

"Therefore, be it resolved, That this association goes on record as being opposed to such discriminating legislation that will tend to injure thousands of American industries, and further urges each individual member to write one or more members of Congress and explain the views of the association in regard to said postage increase."

### AGENCY GIVES CHRISTMAS DINNER.

J. M. Eppstein, president of the Foster-Debevoise Agency, gave his annual Christmas dinner to his staff and guests December 22, at the Bronze Door Restaurant, New York. About fifty were present. Among the speakers were Barrett Andrews, of *Vogue*; Mr. David, of Smith & Budd, and Mr. Allen of the *Clipper*. Mr. Andrews' talk was upon "Trade Aid Service."

The Foster-Debevoise Agency has recently been strengthened by the merging of the Stanley Agency. It has now 250 active accounts. Mr. Eppstein reports that his business has doubled in the past six months.

The firm of Bellas Hess & Co. have done some good advertising in *The Ladies' World*, with the result that many readers in the 600,000 homes reached by this magazine are their patrons.

Here's an extract taken from one of many hundreds of letters received within a short time by a *Ladies' World* editor:

"I sent to Bellas Hess & Co. some little time ago for a coat which was advertised in *The Ladies' World*. This coat in my home town would have cost me much more than I paid for it, so I consider my answering of this advertisement as very profitable to me."

"MRS. H. F. S.,  
P St., Sacramento, Cal."

## THE LADIES' WORLD NEW YORK

The only magazine for women which gives a rebate-backed guarantee of circulation.

## Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

The use of color in advertising is not new. It first appeared in the form of posters and later in street-car cards. In both of these big forms of mural decoration, color naturally was used. There is no question about the advantages that color has over black-and-white in these two mediums.

For a long time the possibilities of color upon the back covers of magazines were not appreciated. Black-and-white was used and the price of space was only slightly increased over that of inside space.

Now the average price of the back cover of a magazine is four times the price of a run-of-paper page inside, and much money is spent in designs and plates to produce good color work.

An advertiser has only two legitimate reasons for using the back cover of a magazine:

One is to obtain a poster effect in which color is a necessary accessory.

The other is to show something which can be shown correctly only by the use of color, such as a fabric or a paint.

\* \* \*

So warmly appreciated are the possibilities of color together with the preferred position offered by the back pages of a magazine, that in spite of the quadruple price they are held quite closely, and in many cases several options on each different back cover are given.

The appeal of color is without question. An exhibition of black-and-white drawings never has the attracting power that an exhibition of oil painting has. Black-and-white illustrations are more nearly a convention, however artistic, than colored drawings which more nearly approximate nature. Then there is something in color itself which more strongly attracts the eye and the mind.

Some colors have this attracting power more than others. Red draws better than blue. Offer a six-months' old baby six different kindergarten balls of six primary colors, and in nearly every case the baby will reach first for the orange, so that this warm combination of red and yellow makes the most primary and elementary appeal.

\* \* \*

Equally good effects, however, are secured by pleasant and interesting contrasts of color without using such loud colors. In the intelligent selection and, therefore, in the use of new and uncommon colors, the advertisers of this country are far behind those of Germany and France. Most of the color advertising is excessively commonplace and runs to reds, yellows and blues.

Many advertisers pay the high price of a back cover page which gives them the opportunity of using color, and then sacrifice the opportunity to a poor design and poor plates. An ordinary photograph, for instance, has color added, producing a muddy, blotchy, unpleasant effect. To get the best results for color work the design should be made especially for the purpose, and should be reproduced in one of two ways. By far the best way is the use of flat colors, but this is possible only when the design uses the same colors as the front cover. Obviously the magazine publishers cannot print front and back covers separately, although some of them sometimes do in order to carry out contracts for color that have been made.

Even by the three-color or four-color process the best results are not obtained unless the front cover of the magazine is engraved at the same time and for the same colors as for the back page. This would necessitate different plates for each publication, and it also



explains why so many bad covers are bad. The original design was good, the plates were carefully made, but were made for a color key not quite harmonizing with the front cover. The magazine publisher sacrifices his back cover for the success of his front cover.

This is the greatest obstacle at present to the development of good color work on back covers. It is hard to say how it can be handled differently, except by making a separate set of plates for each magazine, and as far as possible having these plates engraved by the same engraver who engraves the cover design and at the same time.

While speaking of color work it may be well to note in passing the remarkably good results secured by the *Saturday Evening Post* for its front cover designs. Only two colors are used, usually a combination of black and red, but occasionally black and green, green and red, and black and orange. Very few people looking at these covers realize that they are done in two printings.

\* \* \*

This question of printing, whether color or black-and-white cuts, is a serious problem to the magazine publisher as well as to the advertiser. It is impossible, under the strenuous conditions of magazine publishing and the great expense of white paper and labor, to give the sort of service that the advertiser ought to have. Still the advertiser feels that he is paying a large sum for space and deserves to have his work better done.

The only solution now is more careful study, by the commercial artist, engraver and printer, of printing conditions and a more accurate adaptation of the copy to its final use. This applies just as strongly to color work as to black-and-white, and is more important because the color work costs more both for space and for plates.

\* \* \*

In spite of all these many considerations, the development of color work suffers more from stupid designing than from any-

*"The Standard Paper for Business Stationery"—"Look for the Watermark"*

### "Let Me See That Letter."

There's something about the feel and the looks of a letter written on Old Hampshire Bond that compels attention to its contents. You are positive your communication will reach its desired termination, and with such a favorable reception your further verbal task is made easier.

## OLD HAMPSHIRE BOND

is the very embodiment of all the good traits you attempt to give your correspondence—dignity, attractiveness, neatness, appeal.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead. Address



## Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

*Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"*

thing else. Look at the back covers of all the leading magazines. You will scarcely find a single design worthy of notice. The advertisers whose designs are successful are so few that anyone can name them. Most of them wilfully, or ignorantly, or complacently let these opportunities go by. The idea of spending three or four thousand dollars for a design to make good on a space that is costing three to thirty thousand dollars or more, is still a new one to many advertisers. Yet advertisers whose wider intelligence sees things that cannot be measured by an agate rule have paid as high as twelve hundred dollars for a single design in color to use in an advertising space.

Another thing which some shrewd advertisers are now perceiving is that one good design is worth a dozen poor ones, and that this same design used in the color spaces of magazines becomes an excellent poster and street car card without any addition to the initial cost of the design.

Advertisers must learn in the end that an unpleasant, repulsive, grotesque, confused, ugly or meaningless design, arrangement, color scheme or type page is hurting their business. They cannot escape the inevitableness of this fact.

It is useless to argue that people do not understand these things. It is admitted that they do not, but nevertheless there is something in the minds of a mass of men which is instinctively attracted by what is good and instinctively repelled by what is bad, without knowing why.

\* \* \*

A series of well-designed, well-thought-out advertisements in color gradually but surely produces an impression which cannot be duplicated by any similar series lacking the good points of the other. You may point to as many examples to the contrary as you like, but please remember that the process is still going on and that the end has not been reached. The glacier moves down the mountainside at the rate of a few inches a year, but still it moves and ultimately it slips over the

side of the mountain and overwhelms the village below.

I firmly believe that things are good, not by any arbitrary distinction of any art, but because they are intrinsically good, and I believe that everybody unconsciously recognizes this intrinsic quality. It may be mental suggestion that comes from the minds of the knowing, or it may be something implanted in the minds of the ignorant, but that is the way it works out.

To get the best effect from a color page it must be a good design, a good color scheme, and well reproduced. Place such an advertisement before the multitude of people who see the magazines, or who see the billboards or the street cars—the idea is the same—and it is bound to have an effect that cannot be obtained by a poor use of color upon a poorly drawn design.

In all color advertising you must follow the advice of the late Mr. Opie who appeared so regularly in the Third Reader of our boyhood, who announced that his success was due to mixing brains with his colors.

#### REGULATIONS AS TO POST-CARD ADVERTISING.

"TOWN AND COUNTRY."

NEW YORK, Dec. 21, 1910.

Editor of PRINTERS' INK:

The Publicity Company, Lafayette Building, Philadelphia, Pa., are sending out a circular about an article called the ad postal. It is a regular penny postal card, and has an advertisement printed over the front of it and six on the back. Is it possible that the Government has given a copyright or a patent on this scheme? I have known advertisers who have tried to put through the same proposition before and failed to get permission. I believe I also remember that the postal authorities refused some time ago to allow the company I was working for to have "Publishers" on their envelope, following their regular imprint.

Surely if the Ad. Postal Company can print an advertisement on the front of a postal card, any concern who so desires can do the same.

This is a subject that I think would interest a good many of your readers.

J. H. LIVINGSTON, JR.,  
Manager, Real Estate Department.

Jos. Hildreth has been appointed New England representative for *Hampton's Magazine*, with offices in the Old South Building.

# For Years They've Been on Every List

made up for our advertising, which is sufficient proof of the pulling powers of the ORANGE JUDD WEEKLIES; we know you reach the really good farmers. So wrote a firm (name given on request) rated at over a million dollars, regarding their publicity campaign in those Leaders of the Weekly Farm Press:

## The ORANGE JUDD WEEKLIES

which, because of the practical way in which they are edited, their articles on timely topics and the suggestions offered for better farming are read by 425,000 live, thinking farmers—and their families—who are making and spending money for the luxuries, as well as the necessities of life, and purchasing "advertised goods" the same as the city people.

*Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. These four weekly magazines are known the world over as the leading advertising mediums for reaching the progressive business farmer. 425,000 circulation weekly, guaranteed. There is purchasing power in this circulation.

### ORANGE JUDD COMPANY

#### Headquarters:

**439-441 Lafayette Street  
New York**

#### Western Offices:

1209 People's Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis, Minn.

#### Eastern Office:

Myrick Bldg., 1-57 Worthington St.  
Springfield, Mass.

## THE GROUND WORK OF GOOD CAR-CARD COPY.

SOME ESSENTIALS THAT ENTER INTO GOOD STREET-CAR ADS—THREE CLASSES OF PEOPLE CONSIDERED—THE LENGTH OF A GOOD AD—IMPORTANCE OF VARIETY OF COPY.

### *By an Experienced and Successful Street Car Advertiser.*

Street-car copy, like copy in general, is aimed at varying degrees of interest.

At one extreme, we have people who are not interested, and cannot be interested in the product presented. At the other extreme, we have people who are keenly interested and anxious to learn more of the product.

The average product appeals to a class midway between these extremes.

The readers can use the product, but don't know that they want it. They are ready to be interested, but have no advance interest that you can bank on. Their interest when aroused is apt to be mild.

An example of such products would be soaps, cigars, foods, gloves, garters, collars, tooth powder, etc. The average home has a place for these products. The average reader is already supplied with products of this kind. To win him, or her, to the new product is your undertaking.

The word "Collars" in display will hardly get the interest of a collar wearer. The word "Soap" in display will hardly interest the soap user. Satisfactory collars and satisfactory soaps are so common that better "bait" is needed.

What is good "bait" for this class of products? What will catch the attention and invite a reading of the advertising story?

There is one method we are always safe in borrowing from the patent medicine field—the symptom, the cure.

If most soaps roughen the housewife's hands, and if your soap will not roughen the housewife's hands, the symptom "rough hands" should catch the people you are after.

There's your story.

Your remedy is your soap.

Between the symptom and the cure is space. There is a place for your story. How long shall it be? As short as possible. As complete as possible.

If your headline is effective, if it has real interest for the people you are after, don't begrudge your story.

Forty-eight point type will be easily read from the seats by people who are interested. Forty-five to fifty words can easily be put into forty-eight point type. If your story won't go into forty-five or fifty words, in complete, incisive form, your story is too roundabout for the masses.



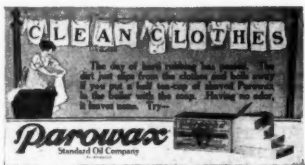
In Knosland—jelly fountains play.  
Whipped cream foamlets fall in spray;  
Along the walls, in every mold,  
Transparent sweets the vision hold.  
Rare is the taste—the joy serene,  
And varied is—  
**KNOX Gelatine**  
One package makes two full plates of jelly

**Is it toooooo BIG ?**

It's about an inch thick oooooo.  
An hour long t oooooo.  
The aroma we leave to yooo.  
It is new.

At dealers who are willing to give toooooo much for 5c.

**JOHN RUSKIN Cigar 5¢**  
Distributed by Spangue Warner & Co.—Made by J. Lewis Cigar Mfg. Co.



**CLEAN CLOTHES**

The day of hard rubbing has passed. The dirt just slips from the clothes and rolls away if you get a fast ten-cent tin of Parowax in the dealer with the soap. Having no odor, it never turns. Try—

**Parowax**  
Standard Oil Company

### A GROUP OF CAR CARDS WITH INTERESTING COPY.

If you want to satisfy yourself on that score, try this: Ask someone of your acquaintance to name what he, or she, considers the best advertised product on the market. Then ask him to write all he knows about the merit of that product. If the essay runs to more than thirty-five or forty words, the case is exceptional. Those thirty-five or forty words represent what has been remembered.

The surplus hundreds and thousands of words that have been printed represent what has been forgotten. With the average product forty words will amply tell the story that will stick. Surplus words will simply tell the story that will slip away.

But even a "symptom" story must be presented in various lights. First—they will give you a chance to state your case from different angles. Second—they will give you the chance to appear alive.

A one-text campaign looks to be a slow, dead campaign. A varied text campaign looks alive and active. The people behind it seem awake and aggressive.

Another "bait" is the picture.

The picture will often tell a quick story. The text will amplify the story. For instance, a garter: The picture of the garter will often tell the advantage of a patented feature quicker and more forcefully than it can be told in words.

The picture of a served food

will often catch the appetite quicker than words about the same food.

#### A NEW GERMAN-AMERICAN MAGAZINE.

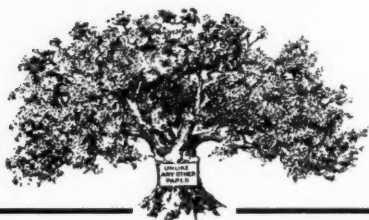
Beginning with January the publishers of *Current Literature*, New York, take charge of the publication of a new illustrated monthly magazine in German, entitled, *Rundschau Zweier Welten* (Review of Two Worlds). This, it is announced, will be in effect a German edition of *Current Literature*, designed especially for Americans of German descent. The new magazine will be a combination of the German *Current Literature* with the magazine that has been published under the title of *Der Deutsche Vorkämpfer* (The German Pioneer). George Sylvester Viereck, who, although only 26 years old, has established himself as an author, will be the editor, and Edward J. Wheeler, editor of *Current Literature*, will hold a special advisory relation to the new periodical.

"The Thomas Balmer Dinner, Chicago, Apr. 13, 1910," was distributed just before Christmas and mailed to those who were present as a memorial of the occasion. The book has 118 pages and contains all that was said at the dinner, as well as a list of those who were present. The frontispiece has a good portrait of Mr. Balmer.

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel



## How Farm Journal Grows

**A** LARGE TREE should have deep roots and a sound trunk. These come with steady growth.

The gradual growth of the **Farm Journal** from an acorn in 1877 to a wide-spreading oak in 1910 is shown by the following figures:

### AVERAGE EDITION FOR EACH OF THE YEARS NAMED.

|           |         |
|-----------|---------|
| 1877..... | 12,075  |
| 1880..... | 25,000  |
| 1885..... | 145,000 |
| 1890..... | 236,900 |
| 1895..... | 369,533 |
| 1900..... | 467,525 |
| 1905..... | 563,266 |
| 1910..... | 784,244 |

It will be noticed that the greatest increase occurred between 1905 and 1910. This was mainly caused by the great number of subscriptions **OBTAINED THROUGH ADVERTISING** in newspapers, magazines and particularly farm and poultry papers.

The value of such names to advertisers is of the very highest. They have the "answering habit."

During all these thirty-three years of steady growth, each issue has carried the famous "Fair Play Notice," guaranteeing all subscribers against loss through buying of any **Farm Journal** advertiser. This guarantee has so greatly developed the "answering habit" in readers that advertisers often report that **Farm Journal** brings more orders than all the other mediums used.

Forms for February close January 5th, unless all space is taken sooner.  
\$4.00 a line for over 800,000 copies.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## DEVELOPING THE ADVERTISABILITY OF AN ARTICLE.

DETERMINING UPON AND INCREASING A CONCERN'S "ADVERTISING ASSETS"—CARE WITH EVERY ADVERTISABLE ELEMENT, FROM LABEL TO MAGAZINE AD—SERVICE TO CONSUMERS IMPORTANT—ADDRESS BEFORE BUFFALO AD CLUB.

*By W. P. Werheim.*

Advertising Manager, Pratt & Lambert (Paints and Varnishes), Buffalo.

I shall mention specific examples rather than endeavor to lay down any general principles, as every commodity has its own peculiar advertising advantages.

In the first place the manufacturer must determine whether his product is necessary, desirable, or can be made so. Second—he must ask himself whether his product is new, different, better than, or at least as good as, any similar product. Then, if he is convinced that his product will measure up to these two requirements, he may proceed further.

The manufacturer of an article about to be advertised must be prepared to make good on his advertising—in other words—the article must be as good as his advertising. He owes this to the public and on this will depend his final success.

Assuming that the article now to be advertised has true merit, the next step is to offer it to the public in attractive garb or dress. If it is a good, household article or other small commodity, he must look carefully to the package. The package should be of convenient size, attractively labeled and easy to open. As examples, there are the packages of the Uneda Biscuit, Colgate's Toilet Preparations, and some competing preparations.

If the article itself has no exceptionally prominent qualities or values, a scheme can be frequently evolved to make an advertising point of advantage. As an instance I cite the Colgate Tooth Cream. Many thousands of dollars are being spent in acquainting the public with the fact that

this dentifrice "Lies flat on the brush like a ribbon." The opening of the tube is so constructed that the cream comes forth in this manner. Other dentifrices do not lie flat on the brush. Thus, the Colgate people have really given this article a quality or an advantage which the product itself did not possess. This demonstrates how an advertising asset can be created. In this instance, it is in reality service—service to the customer; he is enabled to use this article more conveniently and more economically. Many tremendously successful campaigns are based on just such simple points.

In placing an article on the market, such a small matter may make or break the would-be advertiser.

The advertisers of Towle's Log Cabin Syrup put up their syrup in miniature tin log cabins. They say in their advertisement: "It is put up in the log cabin can." These advertisers have thus linked very closely the style of package with the name of their product.

In advertising one product of the concern with which I am connected, I refer to "61" Floor Varnish—we fastened upon one point which could be featured; that point was durability. Heretofore, in the advertisements of similar products, the point of durability was merely mentioned incidentally. We let the other fellow tell how beautiful floor finishes are in general and how easily they may be applied. On the other hand, we endeavor, in our advertisements, to drive home the durability of "61" Floor Varnish, through illustrations of our hammer and heel test, as well as in the copy. This advertising has been exceptionally successful, whereas a campaign on a similar product, exploited in the usual manner, was a flat failure.

An advertiser may have an article which has a peculiar advertising asset in some territories and not in others. For instance, Huyler sells candies "Fresh Every Hour." This phrase is an advertising asset, but it would mean ab-



Every farmer is a home dweller. A large percentage are home owners.

The business of supplying a home with necessities is a profitable one.

There are more farmers than any other business class of Americans.

Therefore, if you make anything for the home, the farmer is your largest market.

87% of the farmers who read *Farm and Fireside* own their own homes.

8% have jointed bookcases.

39% have pianos.

9% use safety razors.

2% have typewriters.

10½% have automobiles, and so on.

And there are 450,000 such farmers who read

**FARM AND FIRESIDE**

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

Chicago

solutely nothing and would sound absurd to use it in magazines or in the many towns where Huyler sells but has no stores.

Many manufacturers have established service departments, that is, they have established departments to serve customers. The people in such departments devote their entire time and efforts to giving the customer technical information as to how a product may be used to best advantage, that its full worth may be developed by the customer himself. These departments are featured in the advertising. Thus a most valuable advertising asset is created.

In these days of modern advertising, we may almost set it down as a general rule that the ordinary known qualities of a product are not sufficient to make it an advertising success. The qualities must be enlarged upon, developed or added to in some unique manner to secure the greatest efficiency of the advertising. I do not mean by this that it pays to do dishonest advertising, but that the advertiser should take advantage of every legitimate means to emphasize the qualities of his product, and thus, actually add value to it.

In short, the state of mind of the purchasing public, or the individuals composing it, determines the "advertisability" of a product. It is the key to the final solution of the sales problem. Occasionally a desirable state of mind may fortunately already exist and the only requirement is the mere announcement of the qualities of an article, but usually this desirable state of mind must be created by effective illustrations and forcible copy.

You have got to win your public or the individuals composing it. This done, you have won your market.

L. Blumenstock, who for eight and a half years has been directing the advertising of the Stix, Baer & Fuller Dry Goods Company, St. Louis, left that house January 1st, to devote his entire time to Blumenstock Brothers' Advertising Agency, which has been established about a year, in St. Louis.



# TRYON GOES INTO AGENCY WORK.

It is announced that George W. Tryon has severed his business connections with the Curtis Publishing Company, of Philadelphia, forming a partnership with Albert P. Hill, of Pittsburgh, to be known as Hill & Tryon, successors to Hill & Stocking.

For nearly ten years Mr. Tryon has been acting as special representative for the Curtis Publishing Company, covering fifteen states east of the Mississippi in the interests of the *Saturday Evening Post* and *Ladies' Home Journal*.

Mr. Tryon said: "I have had such a close association with the innermost workings of large organizations that it could hardly have been otherwise than impossible that I could have formed a well-defined idea as to the keynote of successful advertising-merchandising. I have had the idea a most thrust upon me that advertising is, in no small sense of the word, an adjunct to real selling; that the underlying principles of successful selling are individual in each case, and can only be correctly outlined and applied after a thorough analysis of the individual proposition. The plans must be consistent and complete, must embody every available feature of selling, with advertising applied."

## THE DAYTON, O., "JOURNAL" PASSES TO NEW OWNER.

G. A. McClellan, owner and publisher of the Dayton, O., *Journal*, disposed of his ownership December 20th to E. G. Burkam, who has been editor-in-chief of the Columbus, O., *Dispatch*. Mr. McClellan has not announced his future plans, but it is understood will go abroad for a rest of several months.

Mr. McClellan, who has been connected with other large newspaper enterprises in the Middle West, removed to Dayton three years ago and became owner of the *Journal*, which attained the century mark of its existence during his management.

Mr. Burkam, the new owner, is a newspaper man of wide experience. He was at one time head of the *Wheeling Intelligencer* and later became managing editor of the *Times-Star*, of Cincinnati.

## NEW ADVERTISING MANAGER FOR "NATIONAL YOUTH."

Watkins and Steel have recently secured the services of George W. Cohen as advertising manager of the *National Youth* and look forward to a big year for 1911. Mr. Cohen has been connected with one of the leading dailies for some time past in Chicago.

F. W. Ball, former advertising manager of the Capper publications, Topeka, Kan., addressed the members of the Des Moines Admen's Club December 20th on "Advertising a Paper." The new buttons of the club were distributed. A map of Iowa is the design for the button.



Would you go it blind or with impaired vision when the slightest effort opens wide your eyes?

Why not learn and know all you can about the territory naturally within your reach as a market?

Why not put us to the test we invite in the following carefully worded paragraphs?

Not often a day passes without a request along that line from some advertiser or advertising agent, and if any of them regret it they have an effective way of hiding it.

We offer exact and complete information regarding the publications we represent in the general advertising field.

We can supply carefully compiled statistics concerning trade and business conditions in the sections they cover and among the people they reach.

We are prepared to render expert assistance in the line of co-operative work leading to the development of your business in their respective sections, in conjunction with publicity in their columns.

A list of "Known Circulation" newspapers appears on page 21 of the Dec. 29th issue of *Printers' Ink*, or will be sent on request.

## THE JOHN BUDD COMPANY,

Advertising Representatives,

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

# *The Housekeeper*

**T**HE Proprietor of Collier's takes pleasure in announcing that together with Mr. Condé Nast, for many years Advertising Manager of Collier's and now publisher of Vogue and one of the publishers of House & Garden and Travel, he has purchased The Housekeeper, a monthly periodical heretofore published in Minneapolis. The Housekeeper has a circulation of four hundred thousand, and a yearly advertising revenue of two hundred thousand dollars.

Beginning with the March, 1911, issue, it will be published from New York under the firm name of Collier & Nast, and will conform in every respect to the editorial and advertising policies of Collier's.

The present subscription price is 10 cents a number, or \$1.00 a year. It is probable that within a few months this will be raised to \$1.50 a year and 15 cents a copy.

ROBERT J. COLLIER.

# *The Housekeeper*

**T**HE advertising department of The Housekeeper has been merged with Collier's advertising department.

It has been decided to extend the old rate of \$1.50 a line (\$1.25 a line on quarter pages or over) up to and including the August, 1911, issue of The Housekeeper. Reservations at this rate will be accepted up to January 16th. This gives advertisers an exceptional opportunity to buy 400,000 home circulation at a very low cost.

After January 16th the rate will be advanced to \$2.00 a line (\$1.75 a line on quarter pages or over).

*E. L. Patterson.*  
Manager Advertising Dept.

416 West 13th Street,  
New York.

## HOW TO GET RESULTS FROM POSTER AD- VERTISING.

WORKING SUGGESTIONS OF COLOR  
HARMONY, LAYOUT AND CAM-  
PAIGNING—LINKING UP THE  
SELLING FORCE WITH GOOD POSTER  
WORK.

By *G. H. E. Hawkins*,  
Advertising Manager, N. K. Fairbank  
Co., Chicago.

[NOTE.—The following constitutes some extracts from a book, "Poster Advertising" (Copyright, 1910, G. H. E. Hawkins, Chicago; price \$3), which has recently been published. The extensive use of posters for Gold Dust and Fairy Soap and Cottolene makes Mr. Hawkins' advice on the subject of the closest practical interest.]

The first essential of a successful posting campaign is to have a good poster. A bad design will spoil the most alluring campaign ever outlined.

A figure is always attractive in a poster, because it carries with it a more-than-ordinary element of human interest. If you have a trade-mark for your product that trade-mark should *always* appear in your poster. It may be the central figure of the poster or it may be introduced incidentally, but it should be there in sufficiently prominent form to be noticed, for it is the constant repetition of a trade-mark that makes it valuable. Such world-wide characters as the Gold Dust Twins, the old Quaker of Quaker Oats, the little Uneeda Biscuit boy, the old darkey of Cream of Wheat, and the Victor Talking Machine dog would never have been worth the millions of dollars at which their owners prize them but for the fact that they have been ding-donged into the public day after day, and month after month, and year after year in the magazines, in the street cars, in the newspapers and on the billboards. I have heard well-known advertisers remark that they did not believe in reproducing one figure constantly in an advertisement, because the public would come to recognize it, say, "Oh, that is So-and-So's advertisement," and pay no more attention to the story told in the wording.

I believe this to be the greatest fallacy ever advanced, and to my way of thinking, an advertiser could have no better advertisement than one in which appears a trade-mark which the public instantly recognizes and comments upon. You can ring the changes on the design, the color of the background or the arrangement, even if your trade-mark is a set one not susceptible of changes in itself.

Where you have no trade-mark, my advice is to get one.

It is also a pretty safe rule to introduce the package itself in each poster, where the latter is



PARTICULARLY ATTRACTIVELY COLORED  
POSTER FOR A FAIRBANK PRODUCT.

not closely identified with the trade-mark. To familiarize the public with your package means instant recognition when they see it on the dealer's shelf, counter or floor space.

If possible, have your poster made by a poster artist, and not by a designer of newspaper or magazine advertisements. The proper handling and harmony of colors, as well as that broad poster-carrying effect, can only be fully realized by the artist who has specialized in that field.

The poster should be judged from a distance, and should be made for carrying effect rather than close view. People do not

stand close to a poster; it is read from a distance and should be made to be perfectly clear and readable thirty to forty feet away.

The poster will not carry a detailed story. An illustration of a figure, a picture of the product itself, the name of the product, a catch phrase or a single line of argument is about all the ordinary poster will stand. I do not agree, however, with the contention that argument cannot be given on a poster. On a series of posters a whole story can be told, because one argument can be driven home on each poster. The "reason why" feature of advertising can be applied to posting by the use of this method, and in the development of posting in the coming years, the tendency to limit the copy for a poster to merely the name and trade-mark will be overruled.

Break up your type matter, having a portion appear above the design, another portion below or at the sides. They will relieve monotony, and make it easier for the eye to read what you have to say.

Avoid defacing the design of your poster by carrying lettering across any portion of it.

A poor poster is an abomination. Get the best that money will buy. The cost of posting is in the neighborhood of ten times the cost of the paper; hence a few cents more in the cost per poster is insignificant if it represent the difference between first-class and mediocre.

#### VALUE AND HARMONY OF COLORS.

*The proper use of colors will make your posters stand out like a sore thumb on a one-armed man.*

Colors catch the eye. A small child is attracted to a colored Easter egg where it would not waste any time on an ordinary piece of hen fruit. We are all susceptible to the beauty and attraction of colors, and nowhere in advertising does color cut quite so much of a figure as in posting.

Strong contrasts and striking effects, rather than daintiness and real artistic combinations, are to

be sought for poster work. A poster can either be made or marred by the proper or improper use of colors.

To give a few general hints and suggest simple color combinations which will be practical when applied to posters:

The primary colors are yellow, blue and red. From these, in combination, all other colors are made.

Black is universally employed in combination with the primaries to give strength to the majority of poster printing.

Yellow, orange and red are warm colors, while violet, blue and green are known as cold colors. The cold colors have a



A GOOD BULL'S-EYE POSTER.

soothing action on the brain; the warm colors tend to stimulate it. The cold colors are the more artistic for poster work; the warm colors have the greatest attraction-attracting value.

#### Good Two-Color Combinations:

- Black and yellow (strongest primary combination).
- Black and red.
- Black and light blue.
- Black and green.
- Black and orange.
- Red and dark blue.
- Red and green.
- Red and yellow.
- Light yellow and dark blue.
- Blue and orange.

(A white letter used with any of the above will give a three-color effect with two printings.)

In combination with black the density and richness of the other colors will be intensified in the effectiveness of the display. Where

black is laid over the supplementary colors it often gives the effect of an added color.

*Good Three-Color Combinations:*

Black, red and blue.  
Black, red and yellow.  
Black, yellow and blue.  
Black, red and green.  
Black, green and orange.  
Black, orange and blue.

Beyond the use of the three primary colors in combination with black, according to the density and richness of the color employed, nearly all gradations of color effect are possible.

**HARMONIZING HINTS.**

Red will harmonize with the other two primaries, yellow and blue; also with yellow and green-blue, yellow and violet-blue, green-yellow and blue, green-yellow and violet-blue, and yellow-green and violet-blue. Any of the pairs of colors named will form a good combination with red, in their normal state, or when reduced with white, or modified with gray, or they can be darkened with black.

Yellow will harmonize with the primaries, red and blue; also with purple-red and blue, orange-red and blue, orange-red and violet-blue, purple-red and green-blue, and red-purple and sea-green. Any of the pairs of colors named will form a good combination with yellow in their normal state, or when reduced with white, or modified with gray, or darkened with black.

Blue will harmonize with the primaries, yellow and red, also with yellow and purple-red, yellow and orange-red, green-yellow and red, green-yellow and purple-red, and green-yellow and orange-red. Any of the pairs of colors named will form a good combination with blue, in their normal state, or when reduced with white, or modified with gray, or darkened with black.

Orange will harmonize with green and violet, green and purple-violet, blue-green and violet, blue-green and purple-violet, sea-

green and purple-violet, and sea-green and purple, in their normal state, or when reduced with white, or modified with gray, or darkened with black.

Green will harmonize with violet and orange, violet and orange-red, blue-violet and orange-red, and purple-violet and orange, in their normal state, or when reduced with white, or modified with gray, or darkened with black.

Purple will harmonize with orange and blue-green, orange and sea-green, yellow-orange and sea-green, and orange-yellow and sea-green, in their normal state, or when reduced with white, or modified with gray, or darkened with black.

**CONNECTING POSTER ADVERTISING WITH SALES.**

Sales results depend upon advertising and the advertising results upon salesmanship. The two are so closely allied as to be all but inseparable, and the advertising and sales managers should pull together as one team.

If you have salesmen on the road keep them thoroughly informed about the advertising you are doing in their territories. Give each salesman a list of the towns which you intend to post in his territory, and do it in advance in order that he may acquaint the dealer with the fact and use the publicity as a sales argument. The

salesmen or members of your advertising crew, if you have one, should also be able to use the fact that you are going to post a town to secure window displays in advance from the local dealers, in order that their stores may be connected with the advertising and secure a portion of the demand.

Give your salesmen either a sample of the poster to be used—or, better still, a small reproduction of it—which he can carry around and show the dealer as Exhibit "A."



AN ATTRACTIVE POSTER LAYOUT, WELL-COLORED.

A splendid method of connecting your posting and window displays is to get out a one-sheet poster, hanger or banner for window use, the same being a miniature of the poster itself. The repetition of the poster design in the store window at the place where the article can be purchased will be strongly supplemental, will tend to freshen the mind of the consumer as having seen the poster, and create a desire to buy and try at just the right moment.

I have found in long experience with advertising and salesmen that a good live traveler is always awake to the benefits of advertising, and that nine times out of ten it is the result-producing salesman who uses your advertising matter intelligently rather than wastefully and who takes advantage of all your local advertising to use as a lever on the merchant for bigger business.

Checking your local posting by salesmen is of two-fold value. Where the work is honestly and intelligently handled, you not only get an above-the-ordinary checking report, but you impress the salesman, especially if he seeks out each individual location, and spur him on to more active sales work.

The live-wire salesman realizes that in these modern days of fierce competition the aid of advertising is of vital importance and that without it his work would be anything but easy sledding.

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Dwight Allen, forty-six years old, publisher of *The Ten Story Book*, and one of the best-known literary men in Chicago, died December 27, at Lakeside hospital, where he had been a patient for four weeks. Mr. Allen was born in Grand Rapids, Mich., December 23, 1864, and a few years later moved to Rockford, Ill., with his parents. He began his career as a journalist by starting as a reporter on the *Rockford Gazette*.

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J. E. Plant, until recently assistant advertising manager for the Duffy-McInnery Company, of Rochester, N. Y., has resigned to become advertising manager for the Beaver Board Company, of Buffalo, N. Y. Mr. Plant goes to Buffalo shortly after the first of the year. He was a member of the Rochester Ad Club.

# Homes

The Woman's  
Home Companion  
is a wide-open door  
to good homes—  
homes that are  
active buyers  
of every beautiful,  
useful, convenient  
and intelligent  
article that goes  
into the bettering  
of the home.

## "SUCCESS" MAGAZINE UNDER NEW CONTROL.

FORMER TREASURER AND FORMER EDITOR INTERESTED IN REORGANIZED COMPANY—PRESIDENT HIGGINS RETIRES AND IS SUCCEEDED IN HIS POSITION BY A PERSONAL FRIEND OF GIFFORD PINCHOT.

A change in the control of *Success* magazine is indicated in the personnel of the new board of directors of the Success Company elected Friday, December 30th. The new board is as follows: E. E. Garrison, president and treasurer; David G. Evans, vice-president; Samuel Merwin, secretary; Orison Swett Marden and H. A. Lewis.

Until about September 1st the officers of the old organization were: E. E. Higgins, president; O. S. Marden, vice-president; Frank E. Morrison, secretary, and David G. Evans, treasurer. Early in September Mr. Merwin and Mr. Evans retired from the organization, after an unsuccessful attempt on their part to purchase the stock held by Mr. Higgins and Mr. Marden. According to an official statement from President Higgins published at that time in *PRINTERS' INK* what took place was as follows:

"David G. Evans, of our advertising organization, and Samuel Merwin, editor of *Success* magazine, together with an outside capitalist, came to me a short time ago with a proposition to purchase a considerable interest in the *Success* properties. No interest could be found for sale, my partners and myself desiring to retain all our present holdings. In the disappointment which followed, a situation was created which seemed to make it best for all parties in interest that Mr. Evans and Mr. Merwin withdraw from our staff."

It was generally believed at the time that the "outside capitalist" referred to in President Higgins' statement was Gifford Pinchot, who was acting in conjunction with his brother, Amos Pinchot, a New York lawyer. After Mr.

Merwin and Mr. Evans had withdrawn from *Success* they conceived a magazine called the *National Post*. Mr. Garrison, now president of the Success Company, was interested in the *National Post*, and, inasmuch as he is known to be a personal friend of Gifford Pinchot, it has been assumed that the former United States forester also was considerably interested in the project.

The fact that Mr. Garrison has been elected the head of the new Success Company lends credibility to the report that the Pinchots are taking a lively interest in the reorganized *Success*. Saturday morning Amos Pinchot was closeted with President Garrison.

Mr. Merwin did not feel himself in position either to affirm or deny the rumors that speedily arose when the re-entrance of himself and Mr. Evans into the company became known. He said that Mr. Higgins made an offer Friday, December 20th, and that it was so advantageous that it could not be refused. The new administration took control immediately, the new editor and president occupying their offices Saturday morning.

According to Mr. Merwin, he will reassume his former position of editor and Mr. Marden will remain as a writer for the magazine. He said that the plans of the new officers were not yet decided upon. He could not state that the *National Post* would be incorporated into *Success* and that *Success* would become a semi-monthly. He did not anticipate any radical change in editorial policy. It is reasonably conjectured, however, that so strong a conservationist as Gifford Pinchot will not overlook the advantages of a mouthpiece of the circulation and prestige of *Success*, this, supposing that he has a large share of its stock.

Mr. Higgins left the office Saturday, saying that he would rest for a time. He had nothing to say about his future plans.

Frank E. Morrison has resigned as advertising manager but will remain with the new company for the present.



## WE'D LIKE TO TELL YOU OF THE REALLY COMPLETE SERVICE PLUS ADVERTISING AGENCY

*Every* advertising agency does some *work*.

Each *service* agency does a lot of *good* work.

Any of the *complete* service agencies does a great deal of very much *better* work.

The few really complete service agencies all do some surprisingly *fine* work in their special fields.

But it remains for the one really complete service *plus* agency to do the work that the superlative term *best* can be legitimately applied to.

*Let us prove it—in how and why.*

### THE McFARLAND PUBLICITY SERVICE

JEFFERSON THOMAS, Vice-President and Manager

HARRISBURG, PA.

## INTRODUCING COLOR IN ADVERTISING THROUGH A CHARACTER.

HOW AN ADVERTISER WHO COULDN'T ORDINARILY USE COLOR TOOK THE OPPORTUNITY OF INTRODUCING A CHARACTER. AND IS NOW USING HER IN COLOR IN MANY FORMS OF ADVERTISING.

By W. G. Snow.

Advertising Manager, International Silver Co. (1847 Rogers Bros.' Ware), Meriden, Conn.

Silverware itself is not adapted to reproduction in colors, but is best shown in black and white. This is unfortunate in some respects as color has its value in an advertisement in the same way that it has wherever the eye is appealed to. "The 1847 Girl," then, permits of the introduction of this valuable element, at the same time detracting nothing from the "silvery" effects of the black and white representation of the forks or spoons.

But "The Girl" is no lay figure on which to hang color. Nor does she merely serve to inject "human interest" into the advertising of 1847 Rogers Bros.' ware. The importance of the human interest element is recognized, but the real reason for the existence of "The Girl" is that she emphasizes the trade-mark, 1847, Rogers Bros.

There have been and are other "Rogers" goods, but there has never been but one 1847 Rogers Bros. If the makers can but cause the buying public to realize that "Rogers" silver plate is not necessarily the original and genuine "Rogers" ware, and that the latter is always stamped 1847 Rogers Bros., they will have accomplished that to which they have devoted many years of effort and no small amount of printers' ink.

That, in brief, is "the 1847 Girl's" mission—to help make it easy for the buyer of silver plate to learn and to remember to look for the full trade-mark, 1847 Rogers Bros.

The makers in the past have used various methods to accomplish this. Historical events, illustrations of people, places and

buildings as they were in 1847 have been made the most of in picture and text, with great success. For the last five years a reproduction of a newspaper of the year 1847—"The Silver Standard"—representing no little effort, time and expense, has been printed and distributed among a list of between 25,000 and 30,000 dealers handling silverware. Many, if not all these methods, will be continued. They will not interfere with "The 1847 Girl" nor she with them, although during the coming months "The Girl" will be called upon to play a still more active part.

Dealers in all parts of the



LARGE SIZE MAGAZINE BACK COVER.

country have distributed her likeness on circulars and post-cards, and have made use of the electrotypes furnished for newspaper advertising. They have displayed her framed portrait in colors in their windows and have even pasted it upon billboards. Wherever "The Girl" is seen the connection between the trade-mark and the ware is driven home.

Considering her comparatively recent introduction to the public and the advertising world, "The 1847 Girl" numbers a remarkably

large acquaintanceship. "The Girl" is most people know, is the pictorial representative of the Meriden Britannia Co. (International Silver Co., Successor), the makers of 1847 Rogers Bros. "Silver Plate that Wears." Although she has won her way rapidly, she has done it legitimately, depending in no degree upon the grotesque or the comic.

Her appeal is especially strong, of course, in colors, and her sponsors have endeavored to make the most of this fact, not only in full-page advertisements in many of the leading woman's papers, but also on circulars, post-cards, posters, framed reproductions of an oil painting by a well-known artist and in various other forms.

#### THE CHICAGO LAND SHOW.

The third Chicago Land Show held during November and December aroused a great deal of interest in the lands available for settlement and development in the United States. The United States Government gave its stamp of approval by having an exhibit, demonstrating that farming is today a scientific calling.

The Coliseum was a focal point for exhibits of fruits and other farm products from every section of the country. Four railroads had exhibits, one spending \$20,000. To picture the opportunity along their lines the railroads used moving pictures and employed a staff of expert lecturers. California occupied nineteen booths with exhibits placed by the State Board of Immigration. One day was advertised as "California Day," when a five-acre irrigated farm worth \$1,000 was given away to the person guessing the number of beans in a jar correctly or more nearly correct than any other guess.

On New Mexico Day a 160-acre farm, with horses and other live stock, was given away to the one who guessed nearest correctly the number of beans in a jar. Other states were represented by interesting exhibits.

#### FREEMAN SPEAKS AT POOR RICHARD DINNER.

William C. Freeman, of the New York *Evening Mail*, spoke at the Christmas dinner of the Poor Richard Club in Philadelphia, December 22nd. His subject was "Truth in Advertising," and he recalled some of his experiences in trying to spread the gospel of honest advertising. He said that the standard of business honesty has been raised measurably and that those publishers who followed the straight path of honesty in their advertisements ultimately reap their rewards.

Fifty-three members of the club were present. Thomas Martindale, the president, was toastmaster.



Stepped on a man's sore toe with that last week's talk. He objected to the two questions following:

Are your goods worthy?

Are your advertisements strong in truthful and convincing description?

and acted as if he regarded them as personal.

Now let us have it understood: the publishers of THE UTICA



watch its advertising columns with the same careful, conscientious attention they give to its reading columns, and fakes and frauds are barred.

The 140,000 homes\* into which the SATURDAY GLOBE goes each week know it and love it for what it is. It has been a regular visitor into thousands of them for a quarter of a century.

Its great field is the smaller cities and the towns and villages of interior New York, New England and adjacent states.

Rate only 50 cents an agate line.

#### THE JOHN BUDD COMPANY,

*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

## stimulation

**A**RE your catalogs, booklets, follow ups merely the "poor relations" of your Advertising Sales Department, a sort of necessary evil?

Or are they actually live wire Salesmen, not only paying their way but producing a profit—stimulating sales persistently and rapidly?

We are a modern Printing Concern with an organization of Salesmen who know how to make type TALK—men who produce a booklet, catalog or follow up that LIVES—men who select paper, form and decoration that convey the MESSAGE in exactly the tone and manner you yourself would use in selling the prospects for whom it is intended.

*Briefly — we are Printers who know what you are driving at and do the job as you only hoped some day a printer would do it.*

**We have a brand new home where we would be glad to welcome you or your letter**

**The Reliance Press**

300 to 310 E. 22d St.

**New York**

(Schlegel Building, Cor. 2d Ave.)

## stimulation

### PUTTING PRICE MAINTENANCE UP TO THE PUBLIC.

ADVERTISING WHICH PUTS THE SITUATION PLAINLY UP TO CONSUMERS DECLARED TO BE SUCCESSFUL—FALSE NOTION OF BIG PROFITS—UNION LABOR EFFORTS SIMILAR TO PRICE PROTECTION.

*By Louis Kaminsky,*

President of the Make-Man Tablets Company.

Our direct appeal to the public to assist us in maintaining our fixed selling price on Make-Man Tablets will, we believe, meet with their hearty approval. The congratulatory expressions which have reached us from the trade convince us that they are in perfect accord with us on this point. These expressions show to our satisfaction that we are on the right track, and strengthen our determination to continue our policy of strict price protection. If all manufacturers who have a fixed price on their products should follow the same course of reasoning in their advertisements, and show that the price fixed by them on their goods affords the retailer only fair living profits, it would undoubtedly result in obtaining more readily full price protection on all articles sold by druggists.

It must not be overlooked that nearly all users of proprietary medicines belong to that class to whom protection is constantly preached. As members of labor organizations they seek to protect the price of labor, and they are taught that it is both unwise and wrong to patronize the dealer who carries and sells unprotected products in which labor enters to any extent. A direct appeal to them cannot fail of results, and these results should be beneficial. It is our intention to follow up this direct appeal to the public in all our future general advertising. While this may not bring immediate results, we believe, its moral effect will be lasting.

It appears that the public has a mistaken idea, which has grown

with the years of ignorance and misrepresentation, that the retail druggist is the only man in any branch of business who always makes a thousand per cent on everything he handles; and quite naturally the public felt in sympathy with the movement of price cutting on proprietary articles, for they reasoned that no matter what a druggist sold an article for, he was still making his enormous profits, and this prevailing idea, in the minds of so many, is what really gave price demoralizers the support which they have received, for it has been their object to leave the impression with the public that they had been robbed by the retail druggists in the past, and that they had come as a savior to rescue them from exorbitant prices.

The first great effort that the retailer should aim at ought to be a general appeal to the public, through newspapers and otherwise, that the average profit in a retail drug store is not as large as it is in the average retail store in other lines of business.

Coming back to the question of Make-Man Tablets, we feel, from a manufacturers' point of view, that the retailer is entitled to a profit at all times on Make-Man Tablets. In exploiting this policy, we admit, we are actuated by more or less mercenary motives, feeling, as manufacturers, that no retailer is foolish enough to handle or push any proprietary article unless he is assured of a substantial profit, and we believe that the position of the retailer is an absolutely fair one. Knowing this to be true, and feeling that the future of our business depends upon the support that we receive from our customers, it is therefore quite natural that we should take the positive position which we do, in putting forth our mightiest effort in endeavoring to protect our fixed price on Make-Man Tablets.

Lord & Thomas, who have maintained a New England office in the Globe Building, Boston, have discontinued this office, and W. A. Haupt, formerly manager of the New England branch, has severed his connection with the concern.

## "The Economical Way to Cover the Country Is to Advertise by Districts"

XXV.

The best way to cover each district is to use its big home newspaper. In

### The Advertising District of Cincinnati

that newspaper is *The Enquirer*. It goes into the quarter-of-a-million homes whose dwellers constitute the vast purchasing power of the district—the people you want to reach. In these homes *The Enquirer* is received as a member of the family.

## THE CINCINNATI ENQUIRER

will introduce your goods into these quarter-of-a-million homes. The prestige of this introduction amounts to a guarantee that your goods will be received and given a fair trial on their merits. And all this can be accomplished at the most economical cost.

Foreign Representatives

I. A. KLEIN  
Metropolitan Tower, New York.

JOHN GLASS  
Peoples' Gas Bldg., Chicago.

## ACTIVE OPPONENT OF PRICE MAINTENANCE PRESENTS HIS CASE.

THE VIEWS OF A MAN, WHO, NOT DISCOURAGED BY COURT DECISIONS, IS BEHIND BILLS IN CONGRESS TO ABOLISH PRICE MAINTENANCE PRACTICES —DUTIES OF A MERCHANT TO HIS CUSTOMERS OUTLINED.

*By Duke C. Bowers.*

[EDITORIAL NOTE.—The author of this article is, perhaps, the most outspoken and earnest opponent of price-maintenance in the United States. He has considerable retail interests in Memphis, Tenn., his home, and, as explained in another article in this issue, he has made it his policy as a merchant to cut prices on trade-marked brands to the lowest figures, thus earning the disfavor of several large manufacturers. His activities have of late kept him in the limelight in trade circles throughout the country.]

I take it for granted that PRINTERS' INK readers are posted as to the growing tendency of manufacturers to fix, not only the jobbing, but the retail price as well, on articles of their manufacture. Hence, I shall try to confine my talk to the, what I believe to be, unfair, unjust and selfish price maintenance plan.

As I see it, it is selfish because the retailer wants it because it keeps his competitor from underselling him and the manufacturer adopts it because it is a fine bait to get the retailer to push his goods.

As I see it, it is unfair for the reason that it prevents a merchant from giving his customers advantage of his money-saving system. It is a plan to put more money in the coffers of the merchant, hence, squeezing more money out of the customers. A man's customers are his best friends, hence, when he joins in the price maintenance plan and agrees to not sell to his customers for less than a certain fixed price, then, to my mind, he makes a mistake.

A merchant's ideal should be, always "looking out for the interest of his customers." You think such an idea silly?

What would be your opinion of the physician who thought more

of the fee that he would get out of you for an operation, than he would of performing the operation with the hope of benefiting you?

What would be your opinion of the minister of the gospel, who was preaching for the money there was in it instead of the saving of souls?

Isn't it reasonable to suppose that the merchant owes a duty to his customers, just as much as does a physician to his patients or the preacher to his flock?

If you will agree with me that he does, then how can you disagree with me when I say that when a merchant joins any kind of a combination that prevents him from guarding the interests of his customers, he is most likely thinking of his own selfish greed, thereby letting Avarice instead of Duty be his master.

The manufacturer may feel that the merchant is his customer, therefore he should look out for his interest. In one sense of the word, the manufacturer is right, yet, he should stop to consider that the user of his product is the one that is his best friend, hence he should never lose sight of his (the user's) interest, and when he (the manufacturer) dictates to a retailer that he shall not sell his product to the consumer for less than a certain price, he, the manufacturer, has undoubtedly in this instance lost sight of the interest of the users of his product.

Some may think this too strong language, but if what Mr. Carnegie said is true, then I don't believe it is. He is reported as having said:

When new combinations are proposed, the first question must always be, What is the object sought? In ninety-nine cases out of a hundred, it will undoubtedly be to rob the community of its right to the benefits of free competition, disguise it as one may.

The price maintenance plan unquestionably prevents free competition among dealers, and if preventing free competition is robbery, then there is no reason under high heaven why my bill (H. R. 26541), which has been introduced in both houses of Congress shouldn't be enacted, and enacted at once.

# You Have the Advantage of Us!

We just can't help it. We have to give it whether we want to or not. There is no way for Successful Farming to evade the necessity of giving you

## 100,000 Copies Free

This 100,000 is extra circulation. It is paid for. We have taken subscription money from more than 500,000 farmers in "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY." We have to send them the paper. We have cut off every expiration. No names are carried over. There is no way we can trim the list.

**We Must Mail a  
Half Million  
Papers to Our  
Subscribers**



## 500,000 Guaranteed

Successful Farming's advertising rate of \$2.00 a line is based on 400,000 circulation. You get 500,000 circulation. The extra 100,000 don't cost you a cent extra. It is free. The only thing we can do is to limit the number of pages. Be sure you get in.

## Don't Be Late

Forms close in three sections, the fifth, the fifteenth and the twenty-fifth of the month preceding date of issue.

If your order, copy or cuts get here after the last forms close, your advertisement will have to be omitted. A large portion of the available space is already sold. Send your order now.

If your order, copy or cuts reach us after we have received as much advertising as we can properly care for your advertisement will have to be omitted.

Don't be late. Don't put it off. Don't wait. Copy is omitted every month now. Give the proper instructions without delay.

## Successful Farming

**E. T. Meredith, Publisher, Des Moines, Iowa**

# RICHMOND CIRCULATION AS FOUR

## Daily Average Circulation For Six Months

|                           | Daily Average Circulation<br>in Richmond |
|---------------------------|--|
| <i>News Leader</i>        | 15,932                                   |
| <i>Evening Journal</i>    | 10,619                                   |
| <i>News Leader Excess</i> | 5,323                                    |
|                           | 50%                                      |

Advertisement in *Printer's Ink*, August 18, 1910: "The Evening Journal"

American Audit Company reports for Evening Journal

EXHIBIT "A" - SHOWING AVERAGE DAILY PAID AND UNPAID CIRCULATION OF THE NEWS LEADER

|               | Average Daily<br>Circulation In<br>Richmond | Average Daily Unpaid<br>Circulation In<br>Richmond | Daily Average<br>Circulation In<br>Richmond | Average Daily Paid<br>Circulation Out of<br>Richmond |
|---------------|---|--|---|--|
| October, 1909 | 10,335                                      | 756  | 11,091                                      | 5,575  |
| November, "   | 10,106                                      | 747  | 10,853                                      | 5,455  |
| December, "   | 9,918                                       | 748  | 10,666                                      | 5,110  |
| January, 1910 | 10,121                                      | 747  | 10,868                                      | 5,332  |
| February, "   | 10,030                                      | 757  | 10,787                                      | 5,178  |
| March, "      | 13,101                                      | 814  | 13,915                                      | 6,377  |
| April, "      | 14,520                                      | 796  | 15,316                                      | 5,184  |
| May, "        | 15,226                                      | 792  | 16,018                                      | 5,073  |
| June, "       | 15,467                                      | 802  | 16,269                                      | 5,053  |
| July, "       | 15,254                                      | 810  | 16,064                                      | 5,350  |
| August, "     | 14,866                                      | 816  | 15,682                                      | 4,436  |
| September, "  | 14,685                                      | 810  | 15,475                                      | 4,856  |
| October, "    | 15,267                                      | 815  | 16,082                                      | 4,473  |

EXHIBIT "A" - SHOWING AVERAGE DAILY PAID AND UNPAID CIRCULATION OF THE RICHMOND EVENING JOURNAL

|               | Average Daily<br>Circulation In<br>Richmond | Average Daily Unpaid<br>Circulation In<br>Richmond | Daily Average<br>Circulation In<br>Richmond | Average Daily Paid<br>Circulation Out of<br>Richmond |
|---------------|---|--|---|--|
| October, 1909 | 9,105                                       | 997  | 10,102                                      | 2,686  |
| November, "   | 9,377                                       | 997  | 10,374                                      | 2,793  |
| December, "   | 9,783                                       | 997  | 10,780                                      | 3,082  |
| January, 1910 | 9,583                                       | 1,008  | 10,591                                      | 2,976  |
| February, "   | 10,326                                      | 1,062  | 11,388                                      | 3,206  |
| March, "      | 8,196                                       | 1,103  | 9,299                                       | 2,219  |
| April, "      | 8,833                                       | 1,103  | 9,936                                       | 2,078  |
| May, "        | 9,015                                       | 1,103  | 10,118                                      | 1,643  |
| June, "       | 9,944                                       | 1,142  | 11,086                                      | 1,717  |
| July, "       | 8,759                                       | 1,246  | 10,005                                      | 1,437  |
| August, "     | 9,032                                       | 1,033  | 10,065                                      | 1,457  |
| September, "  | 10,977                                      | 625  | 11,602                                      | 2,220  |
| October, "    | 10,334                                      | 502  | 10,836                                      | 1,615  |

NOTE - Owing to the lack of proper data and the manner in which your *Evening Journal* books were kept during a large part of the period under review, we were, therefore, obliged to deduct from PAID CIRCULATION, under the heads COUNTRY DEALERS and CITY DEALERS, a small number of copies deducted from each class in proportion to the original issue.

For this reason, your PAID CIRCULATION appears less than it should be, as all copies sold by you to dealers and for which your books do not show. In UNPAID CIRCULATION we have been obliged to include in CITY CIRCULATION a small number of copies sent to country advertisers as well.

**THE NEWS LEADER. Richmond, Va.**



# AS FOUND BY AMERICAN AUDIT CO.

for Six Months Ending October 31, 1910

| Average Circulation<br>in Richmond | Daily Average Circulation<br>Out of Richmond | Total  |
|------------------------------------|--|--------|
| 5,932                              | 5,637  | 21,569 |
| 0,619                              | 1,847  | 12,466 |
| 5,323 Copies                       | 3,790 Copies                                 | 9,103  |
| 50%                                | 205%   | 73%    |

"The Evening Journal now has over 18,000 Circulation Daily."

for Evening Journal for August, 1910, 11,717 Circulation Daily.

OF THE NEWS LEADER, IN AND OUT OF RICHMOND, VA., FROM OCT. 1, 1909, TO OCT. 31, 1910.

| Average Daily<br>Circulation Out of<br>Richmond | Average Daily Unpaid<br>Circulation Out of<br>Richmond | Daily Average<br>Circulation Out of<br>Richmond | Total<br>Daily Average<br>Circulation | Returned, Spoiled,<br>Left-over, and<br>Shortage | Total Press<br>Run from<br>Record |
|---|--|---|---------------------------------------|--|-----------------------------------|
| 5,575   | 597  | 6,172   | 17,263                                | 2,931  | 20,194                            |
| 5,455   | 597  | 6,052   | 16,905                                | 2,245  | 19,150                            |
| 5,110   | 597  | 5,707   | 16,373                                | 2,623  | 18,996                            |
| 5,332   | 597  | 5,929   | 16,797                                | 2,248  | 19,045                            |
| 5,178   | 597  | 5,775   | 16,562                                | 2,473  | 19,035                            |
| 6,377   | 597  | 6,974   | 20,889                                | 1,528  | 22,417                            |
| 5,184   | 597  | 5,781   | 21,097                                | 2,427  | 23,524                            |
| 5,073   | 597  | 5,670   | 21,688                                | 1,704  | 23,392                            |
| 5,053   | 597  | 5,650   | 21,919                                | 1,717  | 23,636                            |
| 5,350   | 597  | 5,947   | 22,011                                | 1,844  | 23,855                            |
| 5,436   | 597  | 6,033   | 21,715                                | 1,765  | 23,480                            |
| 4,856   | 597  | 5,453   | 20,928                                | 1,981  | 22,909                            |
| 4,473   | 597  | 5,070   | 21,152                                | 2,189  | 23,341                            |

THE RICHMOND EVENING JOURNAL IN AND OUT OF RICHMOND, VA., FROM OCT. 1, 1909, TO OCT. 31, 1910.

| Average Daily<br>Circulation Out of<br>Richmond | Average Daily Unpaid<br>Circulation Out of<br>Richmond | Daily Average<br>Circulation Out of<br>Richmond | Total<br>Daily Average<br>Circulation | Returned, Spoiled,<br>and not Accounted<br>For | Total Press<br>Run from<br>Record |
|---|--|---|---------------------------------------|--|-----------------------------------|
| 2,686   | 235  | 2,921   | 13,023                                | 4,407  | 17,430                            |
| 2,793   | 235  | 3,028   | 13,402                                | 3,881  | 17,283                            |
| 3,082   | 235  | 3,317   | 14,097                                | 3,512  | 17,609                            |
| 2,976   | 236  | 3,212   | 13,803                                | 4,233  | 18,036                            |
| 3,206   | 238  | 3,444   | 14,832                                | 3,430  | 18,262                            |
| 2,219   | 235  | 2,454   | 11,753                                | 6,425  | 18,178                            |
| 2,078   | 235  | 2,313   | 12,249                                | 5,837  | 18,086                            |
| 1,643   | 235  | 1,878   | 11,996                                | 6,045  | 18,041                            |
| 1,717   | 235  | 1,952   | 13,038                                | 5,467  | 18,505                            |
| 1,437   | 223  | 1,660   | 11,665                                | 7,345  | 19,010                            |
| 1,457   | 195  | 1,652   | 11,717                                | 6,462  | 18,179                            |
| 2,220   | 46   | 2,266   | 13,868                                | 3,134  | 17,002                            |
| 1,615   | 55   | 1,670   | 12,506                                | 4,632  | 17,138                            |

part of the period under review, we were unable to determine the number of copies returned by City and Country Dealers.

PLEASE call the number of copies to bring these items down to the number paid for, as shown by your cash receipts for the period. The number of

with your books does not show collections.

country advertisements as we had no data upon which to separate them. (Both the above tables and note are from reports made by American Audit Company.)

**More Daily Circulation Than Any Paper in Virginia.**

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

**STREET RAILWAYS  
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON  
BUILDING, NEW YORK**

**WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO**

**PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO**

## FIVE BILLS IN CONGRESS AGAINST PRICE MAINTENANCE.

SENATE HAS TWO AND THE HOUSE THREE—INTERESTS BEHIND THIS PROPOSED LEGISLATION—STATIONERY MANUFACTURERS PROCEED TO ENLIGHTEN CONGRESSMEN—ISSUE SEEMS PURPOSELY CONFUSED WITH TRUST REGULATION.

With Supreme Court decisions hanging over their heads, the opponents of price maintenance have taken their case to Congress. Manufacturers and manufacturers' associations have of late discovered that five bills in Congress, if passed, prevent fixing a minimum selling price.

These bills, two in the Senate and three in the House, are S-503, S-9531, H.R.-16228, H.R.-26501, and H.R.-26541. At first glance an uninformed legislator would take them to be bills for the regulation of "trusts" or combinations. Manufacturers are bestirring themselves to make it plain to Congressmen that though these bills if enacted into law would indeed affect combinations, they will also prevent a manufacturer from fixing and insisting upon a minimum selling price for his goods. One association's investigating committee is of the opinion that, while the provisions of the bills affecting manufacturers are in the nature of "riders," these are nevertheless serious menaces to policies that have proved to be the best for the greatest number.

The bills as drawn up seem to show the handiwork of widely different interests. Certainly two of them (S-8531 and H.R.-26541) are the fruit of the deliberations of Duke C. Bowers, of Memphis, Tenn., a large retailer and a consistent enemy of all price maintenance policies. (See his article in this issue.) Who else is behind the bills is only a matter of guess work. But a probing committee thinks it has reason to believe that certain automobile tire interests have had a hand in drafting some of them. Not a

few automobile tire dealers, as well as some manufacturers, have since winced under the activities of an automobile tire "protective dealers' association." This association has been under fire of late and has confessed to fixing the credit of automobile tire dealers with whom it has felt at liberty to deal. It is an agent of several very large tire manufacturers. To confine its activities, the opponents of this association, it is conjectured, framed one or more of the bills.

Thus, with a fine sense of strategy the opponents of price maintenance have joined hands with the "trust busters," making it appear as if both were fighting the same evil in different guises. Although the Supreme Court of Northern California only in November pronounced it to be the constitutional right of the manufacturer to fix the price at which his product shall be sold to the consumer, the bills now in Congress make a manufacturer appear as no better than combinations of interests acting unlawfully to restrain interstate trade. It is the old trick of confusing the issue.

Though the bill is masquerading with the misleading title, "To prevent trusts or combinations from controlling market value of merchandise, produce or commodities," Duke C. Bowers is coming out boldly as an avowed enemy of all fixed prices. He is waging a post-card campaign to secure support for his bills. One post-card, sent out from Memphis December 16, carried a printed appeal, headed "A Request" and signed by Mr. Bowers, asked the recipient to write to his representative, "requesting him to urge the committee to report on the bill right away." Mr. Bowers then goes on to say that "hearings will only serve to defer action, while the passage of this bill is needed immediately." He chafes at the prospect of a careful inquiry. He refers to the Kellogg's Toasted Corn Flake decision as "a big victory for the price-fixers" and says: "It is up to Congress to remedy such a condition and the



## Color Advertising

is *effective* without  
being *costly* when  
displayed against a  
background of

## Buckeye Cover

"The World's Greatest Medium"  
for attractive and durable Booklets,  
Catalogues, Circulars, Folders, En-  
velopes, Wrappers, Hangers, House  
Organs.

Made in 15 colors, three finishes  
and three weights. Sold by repre-  
sentative jobbers in all principal  
cities. Your printer knows where  
to get it. Sample Book sent free  
from the Mill if requested on your  
business letterhead.

The next two "Buckeye Announce-  
ments" will be of unusual interest to  
every man who uses the mails for busi-  
ness promotion. Instruct your mail clerk  
to see that they are delivered to *your*  
desk.

**The Beckett Paper Co.**  
MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

quicker they do it I believe the  
better it will be for the general  
public."

THE BILL THAT WOULD ALLOW PRICE  
SLASHING.

The bill caused to be introduced  
by Mr. Bowers is in part as fol-  
lows:

That from and after the passage of  
this act it shall be unlawful for any  
individual, firm, company, corporation  
or association to enter into, continue  
or maintain any combination, agree-  
ment or arrangement of any kind, ex-  
pressed or implied, or to commit any  
other act in restraint of trade or com-  
merce among the several states, or with  
foreign nations, with any other indi-  
vidual, firm, company, association or  
corporation which does or tends, direct-  
ly or indirectly, to fix at any standard  
or figure whereby its price shall be in  
any manner controlled or established  
any article of merchandise, produce,  
commodity or commerce entering into  
such interstate trade or commerce, or  
to make or enter into or execute or  
carry out any contract, obligation, or  
agreement of any kind or description  
by which they shall bind or have bound  
themselves not to sell, dispose of, or  
transport any article or commodity.

. . . below a common standard figure  
in such interstate trade or commerce,  
or by which they shall agree in any  
manner to keep the price of such article  
at a fixed or graduated figure, or by  
which they shall in any manner estab-  
lish or settle the price of any article  
or commodity or transportation between  
them or themselves and others to pre-  
clude a free and unrestricted competi-  
tion among themselves or others in the  
sale or transportation of any such  
article. . . .

Penalty is fixed at a fine of  
from \$1,000 to \$5,000, or not ex-  
ceeding one year in jail, or both.

Buried in the other bills are  
sentences of much the same pur-  
port as the bill above.

The Stationers' Board of Trade  
of New York sensed the meaning  
of these bills at its November  
meeting and appointed a commit-  
tee to look into the matter. This  
committee, of which F. P. Sey-  
mour, advertising manager of L.  
E. Waterman & Co., is chairman,  
reported December 13. It had  
discovered that the bills would, if  
passed, affect the rights of a man-  
ufacturer to fix his selling price  
and it presented a resolution that  
those parts of the bills thus con-  
flicting with manufacturers' price-  
fixing rights be opposed and the  
Congressmen enlightened regard-  
ing the purport of these bills. In  
suggesting that the members of

the Stationers' Board of Trade individually take it upon themselves to enlighten their Congressmen, the committee said:

"The standardizing of fixed prices is just now commencing to bear its best fruit, as is evidenced especially in the work of the National Stationers' Association. Manufacturers of price-maintained lines retain a high standard of quality, and the fixed prices provide the retail merchant with his legitimate profit and give equal opportunities to the merchants of rural districts as well as to the metropolitan centers."

Those manufacturers who were approached by a representative of PRINTERS' INK were not at all excited over the outlook. Confidence seemed to be general that, once the absurdity of any anti-price maintenance legislation was explained to Congressmen, the bills would die in the Committee on Interstate and Foreign Commerce to which they have been referred.

One man expressed himself as follows about the motive of Duke C. Bowers:

"This man Bowers is making himself appear as the Voice preaching the true Gospel of Economics in the Wilderness. He has taken this pose to further his own selfish ends. He has thirty-two grocery stores in Tennessee and refuses to sell any goods at more than 14.2 per cent profit—10 per cent being used for operating expenses and 4.2 per cent being net profit. On this basis he has sold many package articles at less than advertised retail price. He has had a dickens of a time getting his goods from some wholesale concerns."

Some advertisers of trade-marked goods, selling under fixed minimum prices, affected to make light of the effort to restrain them by legislation. However, there is a hot fire underneath the kettles which have been bubbling so fiercely of late in and out of court; no one denies that there are powerful interests which would gladly hail legislative relief from the restrictions imposed upon them by price-fixing manufacturers.

## Seed Buyers?

# Yes— about 90%

A prominent seed advertiser, after advertising in the *Christian Herald* regularly for many years (using over 1,500 lines in the Spring of 1909 including two full-pages), wrote: "*We consider the Christian Herald one of the best advertising mediums in America.*"

*Christian Herald* families now number more than 335,000.

They live in the substantial homes of over 39,000 cities and towns.

Eighty per cent are in towns of less than 25,000.

Because they live where there is room to grow vegetables as well as flowers, nearly all *Christian Herald* readers are seed buyers.

That they are always *unusually responsive to advertising in the Christian Herald* has been proved over and over again.

Therefore, if you want to sell seeds—*advertise in the Christian Herald.*

May we send you other testimonials from advertisers of seeds?

Postpone investigation and you postpone profit.

**H. R. REED**  
**Advertising Manager**  
**New York City**

O. McG. Howard  
Marquette Bldg.  
Chicago

Charles Dorr  
6 Beacon St  
Boston

## Christian Herald

## WHAT BANKS ARE DOING TO INCREASE THEIR BUSINESS.

CLOSE PERSONAL RELATIONSHIP OF  
OLD DAYS RESTORED BY USE OF  
UNIQUE SERIES OF PERSONALLY  
SIGNED ADS—BOOKLETS ON GEN-  
ERAL AND HISTORICAL SUBJECTS—  
FORM LETTERS AND THE RIGHT  
KIND OF NEWSPAPER COPY.

*By Theodore Rand-McNally*

The problem of producing bank advertising that will bring forth business in proportions commensurate with the results of standard commodity advertising is receiving closer consideration from bank officers than ever before. The keen competition that has developed as the banking business of America has grown to its present magnitude has forced "the powers that be" in the commercial banks to search carefully their rather limited fields for material that could be converted into copy. The possibility of picking statements from the widest dissimilarity from the current advertising is proof that the efforts to improve on the former dry-as-dust "statement" and figure copy have been in many instances eminently successful.

The bank with a savings department finds its path fairly easy, compared with the national or state bank seeking more commercial banking business. They are surrounded by the greatest restrictions and are the most limited in their supply of material from which copy may be made. The time-worn general claims of "stability" and "accommodation" to which many have so long confined themselves, are outgrown in usefulness. The most noteworthy outcome of the innovation is the appearance of a great amount of advertising in various forms that is calculated to create an atmosphere about the bank and its officers that will adequately represent the dignified, but progressive, standards of service and atmosphere of efficiency and stability which pervade the modern banking house.

In a pamphlet of a Western bank one finds the statement, "No one ever thinks it necessary to know the proprietor of the store where he buys his hat or shoes. But a man should know his banker." This sounds the keynote of one of the newer developments in bank advertising that is designed to save the banking organization from becoming so institutionalized as to render impossible the old, friendly, confidential relations of the banker with his clientele. It would preserve the feeling of the days when he was the personal head of his enter-

By MR. W. D. ELLIOTT  
FARMER  
MEMBER BOARD OF DIRECTORS

Farmers, as a class, are not trained book-keepers, nor are they over-careful in the filing of receipts for bills paid, and seldom do they take receipts when settling for labor, whether by year, contract or with partners on the farm.

All this is very easily overcome by keeping a bank account and giving checks, making the checks receipts for the amount paid.

And as we create wealth for the "Cities," let us get out of them all the free service we can, by making the banks keep our receipts, in the form of checks, in their fire proof vaults. "That's me."

Uncle Sam looks after and watches with argus eyes the depositor's interest in his NATIONAL Bank, and depositors in the First National Bank of Clarksville are secured by a cash guaranty fund composed of Capital, Surplus Profits and Shareholders' Liability, amounting to a QUARTER OF A MILLION DOLLARS.

*W. D. Elliott*

ONE OF UNIQUE SERIES OF ADS SIGNED  
BY DIRECTORS IN TURN.

prise and the trusted friend and mentor of his community. In those days the banker was the bank. His personality was dominant and it is the aim of a great deal of the modern advertising to perpetuate this impression of strong personality as the governing factor in the establishment, even though to-day the president of a bank of size cannot see all his clients every time they come.

No finer achievement of this practical aim has yet appeared than that embodied in a series of advertisements which the First National Bank of Clarksville, Tenn., ran in the daily and weekly *Leaf-Chronicle* of that city. C. W. Bailey, cashier of the bank, says: "These ads were written by our officers and directors and published over a facsimile of each

individual's signature. They proved to be positively the best advertisements we have ever issued. There is a personal note about them that attracts attention." The ad written by W. D. Elliott and reproduced herewith is a good example of the distinction which characterizes the entire series. Each member of the directorate has thrown a bit of his own personality into his single effort. Some have given a personal experience; others have included such statements as those of Wesley Drane, the bank's president:

"I have seen the strong youth, born and reared on the farm, develop into the most successful farmer and the most useful type of citizenship.

"I would rather be entitled to claim an interest in the success of some worthy young man than to own shares whose value is computed only in dollars and cents."

When gathered into booklet form these ads appear on the right-hand pages. The left-hand pages bear short quotations on saving, the value of a bank ac-

count, etc. The unique personal appeal of this booklet is quite remarkable. Every page is like a chat with a well-versed man of affairs.

It would seem that the bank, as an institution, holds such an assured and confidential position in a community that it may safely desert the beaten paths of the copy-writer and introduce what, on the surface, appear to be wide digressions from business-getting copy. The establishment of a status, character, must always be a large part of the battle. The Penn National Bank of Philadelphia has exemplified the use of historical data for this purpose in newspapers. A booklet of ten pages, sent out by the same bank, contains eight pages of interesting matter on the "Origin and Functions of Banks." Only the last two pages and the back cover contain any reference to the Penn National. This may well be called status advertising as, were it connected with any mercantile line, it would undoubt-



(THIRTEENTH REASON)

## THE LEYENDECKERS

will do *seven* poster covers for THE COLLEGE WORLD during 1911.

The first, painted by Frank X., appears on the January issue now on sale at the stands.

The "floating circulation" invariably created by striking covers is being turned into permanent subscriptions for THE COLLEGE WORLD.

Because this National Magazine of College Men is building circulation solely on the basis of *editorial excellence*.

If you believe in seizing Opportunity—

Ask us to *show proof* of one.

**COLLEGE WORLD COMPANY**

1 Madison Avenue

NEW YORK



edly come under the heading of general publicity.

The National City Bank of New Rochelle has made daring and elaborate use of the same idea. It has distributed to its patrons and possible clientele two books of about 5 x 8½ inches, comprising sixty-four pages each, bound in stiff cloth covers and printed and illustrated in a highly dignified and artistic manner. The first of these, "New Rochelle Through Seven Generations," is devoted, with the exception of one page, to the romantic history of the city of New Rochelle. The second book devotes two-thirds of its pages to articles on the city by some of its former mayors. The remainder of the pages being given up to "A History of Banking in New Rochelle" by President Lester of the National City Bank. Regular daily newspaper copy has supplemented these special efforts. Of the advertising as a whole Mr. Lester says: "I might say, so far as results go, that our business at the beginning of the time I mentioned amounted to possibly \$250,000, and through the efforts of publicity has come to be to-day about \$2,500,000 in deposits."

As no two banks can be identical in character, so must the tone and scope of such historical advertising vary and be adapted to the conditions. To be accorded a reception as cordial as that which met the New Rochelle bank's efforts in this line should be extremely gratifying. The results of the publication of the books were entirely satisfactory to the bank's directorate.

The form letters have been a popular medium with banks for the achievement of this impression of strong personality and close contact of officials and clientele. The Penn National Bank of Philadelphia recently used a series of letters which were well calculated to serve this double purpose. M. G. Barker, cashier of the Penn National, says: "We have endeavored at intervals to have our letters contain current news topics relating to finan-

cial subjects as the central bank, commercial banking, postal savings bank, functions of banks, etc., with an occasional letter of a personal nature which would suggest a reply." And of the bank's advertising in general: "It has been our experience that advertisements of an educational nature pertaining to banking subjects condensed in short, dignified sentences with an individuality in its general make-up, outclass the supposed catchy phrases or flippant headlines."

From nearly all the commercial bankers who have been engaged in advertising experimentation one hears the complaint that the results are hard to locate in the form of being able to say, "This account was brought in by advertising." The introduction system which prevails in nearly all banks is one of the deterrents of the tracing of exact results. Yet, despite this qualification, substantial gains in deposits and general all-round growth constitute what all are willing to call an ample return for the expenditure of both money and effort.

Many bankers now realize that all the changes of season, all the events of the day, are as applicable to their proposition as to that of the seller of merchandise.

One national bank in the South has made the sequence of the months a peg upon which to hang some telling copy that filled newspaper spaces of about 4½ x 5½ inches. Such catch lines as "Your January Salary"; "You Have Worked Hard All of April"; "The Salary You Earned in June" have headed copy that ran at the end of one month and on into the first week of the next. These ads were in every case direct bids for new business in the form of savings, household and personal expense accounts. During the intervening weeks advertisements setting forth all the arguments of the bank on its stability, advantages, service and the facilities of its various departments occupied the daily newspaper space.



# "The Item" leads—

Others Follow

## "Money Talks Louder Than Words"

Philadelphia, January 3, 1911.

**T**HE FOLLOWING CHALLENGE was originally published in The Philadelphia Item, October 19th, 1902, and although it has been published every year since, the papers have not been able to accept it:

**\$120,000 to the Winner**

**"THE ITEM" Challenges the Entire Press of Philadelphia to Prove Their Circulation**

## **"THE ITEM" Exceeds Them All**

**More Paid Daily Circulation Than Any One—  
And More Than All the Five-Cent Papers  
Combined on Sunday**

**T**HERE has been much discussion of late among the Philadelphia newspapers, as to which, morning, evening or Sunday, had the **LARGEST CIRCULATION.**

"The Item" has always claimed it and it has been conceded that its claim was justified. Geo. P. Rowell vouched for its correctness, and for ten years annually offered \$100 to any one who could disprove it. The offer was never claimed.

However, in order to settle the dispute for all time, we hereby make a public offer to go into a competition with ALL the Philadelphia newspapers, morning, evening and Sunday, and see which is entitled to the Banner Circulation.

The test is to be conducted by a representative of each paper, and one gentleman connected with each of the Larger Department Stores. This would constitute a Committee of Seventeen, who would be authorized to examine all cash receipts for papers, returns, Agents' and Carriers' accounts, paper bills, etc. In fact, everything connected with the Circulation Department. The Investigation to cover one month from the day it begins, and the report of the Committee to be final and without dispute, and to be published, without charge, on the first page of all the papers.

Each of the Philadelphia Newspapers to deposit **TEN (\$10,000) THOUSAND, or ONE HUNDRED AND TWENTY (\$120,000) THOUSAND DOLLARS** in all, in a Bank or Trust Company to be agreed on, and the paper proving the **LARGEST BONA-FIDE CIRCULATION IN PHILADELPHIA** to take the **WHOLE AMOUNT.**

**As we stated above, THE PHILADELPHIA ITEM expects to prove not only that it has the Largest Daily Circulation, but also that it has the Largest Sunday Circulation; indeed, that it has more, on the latter day, than all the Five-Cent Sunday Papers Combined.**

**"The Item" leads—others follow**

## GETTING UP CIRCULAR LETTERS THAT PAY.

A RUNNING COMMENT ON FORM LETTERS, BOTH SUCCESSFUL AND UNSUCCESSFUL—GETTING REAL ARGUMENT INTO LETTERS—MACHINE ADDRESSED VERSUS TYPEWRITER—DELAY IN RESPONSE—ADDRESS BEFORE CLEVELAND AD CLUB.

By Irving J. Thomas.

Of the H. Black Company ("Wooltex" Garments), Cleveland, O.

A rather remarkable suggestion from a correspondent appeared in the pages of a recent issue of **PRINTERS' INK**.

In substance this suggestion was that the Quoin Club and A. N. P. A. endeavor to educate, through newspaper and magazine advertising, all kinds of business men to read all form letters and printed matter they receive, "because, unless the recipient does read such matter, he cannot possibly keep posted on everything that is going on." To my mind, this suggestion is absurd.

I don't blame any man for not reading all circular letters he receives. It is not the fault of the recipient, though, but rather the fault of the writer, for half of the letters are not worth reading. So, I say, never mind trying to educate the letter readers, but rather educate the letter *writers*.

The postage stamp, I believe, plays an important part in making a letter pay. It's the first thing noticed by the recipient. If a one-cent stamp is used, it immediately gives the impression that it is of little importance, and this fact must necessarily impress itself upon the mind of the individual who receives it.

This is especially true in the case of letters to consumers—particularly women. The one thing the average woman does know about our postal laws is that when she sends a letter it must bear a two-cent stamp, and unless the letter she receives does bear this same postage she knows it is only an advertisement, and it immediately causes a loss of interest. My observations lead me to be-

lieve that a letter bearing a one-cent stamp is almost as apt to be *opened* as if it bore a two-cent stamp. I believe, though, that there is a decided difference in the results obtained.

In a letter, as in any other form of advertising or selling, it is first necessary to secure attention and interest. A one-cent stamp will not do this nearly as satisfactorily as a two-cent stamp, so for this reason I believe that, as a general rule, it pays to mail all letters under first-class postage. Mind you, we are talking of letters only and not of circulars, booklets, etc.

I suppose this question of postage has received its large share of attention from advertising men because of the money directly involved and because this expenditure is so very apparent. But, there is another thing that, to my mind, is equally important, so far as the returns are concerned. I refer to the method of addressing.

The most common forms of addressing are long hand, typewriter, solid-plate stencil, pin-point stencil and the open-paper stencil. In the same way that the postage stamp affects the mind of the recipient so, I believe, does the addressing.

I have before me the figures showing the results of two tests of the comparative returns through the several forms of addressing. These I consider very conclusive.

For obvious reasons I cannot indicate the returns shown by each type of addressing machine. Circulars addressed from

|   | Replies Brought |
|---|-----------------|
| No. 1 type of addressing machine .....      | 10.16%          |
| No. 2 type of addressing machine .....      | 12.17%          |
| With pen and ink .....                      | 20.12%          |
| From No. 3 type of addressing machine ..... | 28.10%          |
| Addressing with typewriter....              | 29.01%          |

Before giving the returns from the second test it might be well to explain just how this was made. A circular of about 6 inches by 8 inches was printed on a very cheap book paper in about 24 and 12-point type. It read something like this: "We are interested in

learning the comparative returns through the several forms of addressing. Please sign and mail the enclosed card and after our figures are compiled we will advise you of the relative returns as we find them." A record was made showing how each circular was addressed and returns compiled accordingly.

You will find these figures even more startling than those I have just read.

Circulars addressed from

|   | Replies Brought |
|---|-----------------|
| No. 1 type of addressing machine .....      | 4.8%            |
| No. 2 type of addressing machine .....      | 5.1%            |
| With pen and ink .....                      | 25.2%           |
| From No. 3 type of addressing machine ..... | 36.1%           |
| Addressing with typewriter .....            | 38.1%           |

In both tests, each method of addressing holds the same relative position, and in one case you will notice that one type of addressing machine brought over seven times the returns that another did; it is, therefore, evident that the question of addressing is worthy of most careful consideration.

Moreover, if an actual typewritten address will bring eight times the returns that the pin-point stencil brings, isn't it reasonable to suppose that there will also be a vast difference between one and two-cent postage?

Probably the most common method of producing circular letters to-day is the multigraph or similar process.

There have been many discussions regarding the ethics involved in using this type of circular letter. I have heard the remark that it was not possible to produce a multigraph letter that could not be easily detected from a typewritten letter. Now if there is anyone else who believes this, come to me and I will show some letters impossible to detect with the naked eye. I don't mean by this to say that it is an easy matter to produce such letters, but I do say it is a comparatively easy matter to produce multigraphed letters and fill them in in such a manner that it requires careful examination to detect them, and I

## Flood Tide

There are tides in the affairs of publishing as well as of men.

Taken at the right time, they too "lead on to fortune"—for advertisers.

A circulation increase of over 100% from 145,000 to 300,000—in less than two years shows the tide of **LESLIE'S WEEKLY** to be on the flood.

And the tide has only begun to rise.

This means the production of **MORE SALES** per dollar of advertising cost.

First because of the *newness of interest* of hundreds of thousands of new readers—and the *intensifying of interest* of as many old readers.

It also means **LESS COST PER SALE** because **LESLIE'S** present rate is remarkably *low*.

To-day \$1.00 per line.

After May 1, 1911, \$1.25 per line.

# Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN  
Advertising Manager  
225 Fifth Avenue  
New York

CHARLES B. NICHOLS  
Western Manager  
Marquette Building  
Chicago

might also say that it is a comparatively easy matter to produce and fill in multigraph letters or other similar processes that will not be detected by the average consumer to whom they are sent. It is easier, of course, to produce an imitation letter that will deceive the average consumer than one that will deceive the average merchant.

Another common type of circular letter is the facsimile long-hand letter. This, when well executed, has, I believe, a stronger personal appeal than any of the other methods I know of. Through this personal element it certainly attracts attention and creates interest, two most important steps.

Last fall, and again this fall, we sent out about 150,000 to 200,000 facsimile long-hand letters to consumers. A great many of our merchants said these letters brought greater returns than any other advertising they have ever used. It was, on the whole, one of the most successful stunts we have ever pulled off.

The replies we received through some of these letters emphasized an element of danger in having letters too deceptive. Here is one:

Dear Madam:—

I received your kind letter written to Mrs. B—— which I know she would have been very thankful to you for.

I am very, very sorry to inform you that she got through wearing clothes the 23rd of January, 1909.

Mrs. B—— was a woman that appreciated such acts of kindness and I thank you for thinking of her in that way.

Yours respectfully,

To my mind, the strong personal appeal of a mechanically perfect multigraphed or facsimile long-hand letter is not due merely to the fact that it is mistaken for a personal letter, though many people seem to believe the contrary.

It is simply because it does look so much like a personal letter that it has this human interest. Take, for instance, a man's photograph. There is certainly more of this quality in it than in an ordinary artist's painting, but the truer to life the painting becomes—the more of this human

element it has. Yet no one would mistake even a masterpiece for the real subject. In this same way, even if an imitation letter is not mistaken for a genuine personal letter, the more exactly it resembles such a letter in every particular, the more it appeals.

#### LENGTH OF LETTER DISCOUNTED BY QUALITY.

There has been so much written about the necessity of writing short letters by some people, it's considered almost a crime to write a long one. I believe in the short letter whether it be a single paragraph or two paragraphs—when a short letter tells enough of the story to turn the trick, but if it takes a full page or two full pages to do this, then two pages for mine. Probably the most successful letter our company ever sent out was a letter of two full pages.

The question of whether or not the letter will be read depends not so much on the length of the letter as to the opening paragraph.

If you will catch the reader's attention right at the start by telling him something of interest to *him*, and keep telling him something of interest to *him* all the way through, the probabilities are he will read it.

Too often valuable space is utterly wasted and the letter *killed* by the opening sentence. Some one has said that a letter, to be successful, must rivet the reader's attention with the first two lines. This surely can't be done if we continue using such useless and senseless expressions as: "we are pleased to acknowledge," etc., that should be eliminated, for they add nothing to a letter (that is, nothing but length) and they are still very frequently used. Let me read the opening paragraph of a letter received a few days ago.

"In response to your recent reply to our advertisement in *The Ladies' Home Journal*, we are pleased to send you the enclosed catalogue of ——— Knit Coat Styles."

Now note the difference in this opening paragraph:

"Here is your copy of 'Mark Twain's Oyster Story.'"

By eliminating useless expressions and information, this letter

in nine words tells everything the other letter required three times as many for. Here's the way another advertiser opens:

"Dear Elastica Floor Finisher Inquirer:"

It certainly is possible to rivet the reader's attention, as I may illustrate by reading from a few letters. In this first letter note how your interest is aroused by the first line and how you are carried right through the entire paragraph and the rest of the letter. Just assume that you are a possible purchaser of an automobile and have received this letter:

Dear Sir:—

If you thought you could obtain an electric automobile capable of carrying five persons comfortably, making a speed of approximately twenty miles per hour, and with a guaranteed mileage, per charge, of at least fifty miles, regardless of road, load, or weather conditions, and with 2½-in. solid rubber tires—thus eliminating all tire trouble—and riding as easily as other cars with pneumatic tires; in short, an ever-ready and unfailing conveyance, minus the excessive expense and otherwise annoying features of the average automobile—wouldn't you be interested in such a car?"

Then it goes on with the rest of the story. I can't imagine any man the least bit interested in an automobile that would read the first line and not the rest of the letter.

Here is another letter. It is a two-page, single-space, Elite type-written letter sent to the president, vice-president and passenger traffic manager of each of twenty-three large railway companies of the country.

The proposition sold was one requiring the investment of a very large sum and no exorbitant dividend would likely be earned on the investment. It was, however, a means of considerable saving in time and money. It could be sold to only one company and it was desired to get it before them in the quickest and most economical manner possible and without the red tape usually attendant upon such tasks.

The letter was "duplicated" and the names and official titles inserted so as to match as carefully as possible, though with no thought of really "fooling" the re-

## 50% More Circulation in Charleston, S. C. Guaranteed

### THE CHARLESTON EVENING POST

guarantees fifty per cent. more circulation in Charleston, S. C.—the Metropolis of the Carolinas—than any other paper published.

The Post now has a circulation of over

# 7700

#### ADVERTISING RATES

(In effect Jan. 1, 1911.)

(Per agate line—14 lines to inch)

#### DISPLAY

(Space to be used within one year)

|                           |      |
|---------------------------|------|
| Less than 1400 lines..... | 4c.  |
| 1400 lines or more.....   | 3½c. |
| 2800 lines or more.....   | 3c.  |
| 4200 lines or more.....   | 2½c. |
| 7000 lines or more.....   | 2c.  |

#### POSITION CHARGES

Next reading matter.....10% add.

Full position .....25% add.

Reading notices—

Run of paper...10c. per count line

Telegraphic ....25c. per count line

Classified—

One cent per word per insertion,  
minimum each insertion 25 cents.

### The Charleston Evening Post

A. B. Kohn, Advertising Manager,  
Charleston, S. C.

Foreign Representatives

THE S. C. BECKWITH SPECIAL  
AGENCY

Tribune Building, New York

Reliance Building, Kansas City, Mo.

Tribune Building, Chicago

# Opportunity

*The Magazine of Progress*

with which is incorporated

**The Progress Magazine**

guarantees a minimum circulation during 1911 of 200,000 per month and will give a pro rata refund for any shortage, furnishing advertisers with absolute proof of circulation.

## Quality Circulation

OPPORTUNITY reaches the highest class of magazine readers—those who are in search of information and who are bent on accomplishing more. The magazine appeals to the strongest trait in human nature—self interest—and has a great influence on the minds of its readers. Write for a copy of the magazine and see for yourself the class to which it appeals.

**Quantity circulation + quality circulation at reasonable rates = results for advertisers.** Take space in March and receive fifty thousand free circulation.

# Opportunity

*The Magazine of Progress*

CHARLES D. MITCHELL, Adv. Manager

**210 Monroe Street  
Chicago, Illinois**

THOMAS S. SOLLERS  
Representative  
Reliance Building  
KANSAS CITY

RHODES & LEISENRING  
Representatives  
Unity Building  
CHICAGO

ipient. Result: Answers were received from sixty-nine out of the sixty-nine letters. Sixty-seven of these came at the earliest possible date, and the other two came in, one in seven days and the other in ten days—the recipients having been out of their city.

Dear Sir:—

I want you to understand fully that I am *positively* not satisfied with your last dividend, paid. I never like to begin "grumbling," but the fact is that there are times when any man is justified in raising an objection.

It is true that there were certain "unaccountable conditions" which, no doubt, had an influence in keeping down dividends, generally; but, at the same time, other lines paid splendid dividends last year.

Can you tell me why it is? Will you tell me why it is? Will you? I am sure every man holding a position of responsibility at the head of a large corporation like yours has *one ambition* above all others, and that ambition is to *earn and pay the largest dividends possible every year.*

And that is exactly what I am getting at. Will you take the time—in your own interest as well as that of your stockholders—to make a proper investigation of the plan of

This letter is pretty conclusive evidence that we may *occasionally* write letters of more than one or two paragraphs. You will notice how the writer struck a personal note. How he talked about something the reader was vitally interested in. It is not always possible or advisable to use this particular method but it illustrates the possibilities of a circular letter.

(To be Continued)

## OREGON LEAGUE PLANS ACTIVE YEAR.

All phases of community advertising were discussed at the annual convention of the Oregon Development League, held at Salem, Oregon, November 28th, 29th and 30th. There were 300 delegates present, representing the 118 Commercial Clubs which make up the organization, and some of them had traveled 100 miles by stage to a railroad to get there. The results of the convention will be a union of effort on the part of all the "boosting" organizations to advertise Oregon. The programme was arranged as a school of methods and an educational course in advertising. The addresses discussed the value of the various forms of advertising that may be adapted successfully by a community, from the insertion of a one-inch ad in the country weekly to a train of cars for exhibition purposes. Notable speeches were made by President Elliott, of the Northern Pacific

Railroad, on the relation of railroads to community advertising.

The meeting was successful beyond the expectations of those who assisted in bringing it about. The Portland Ad Club, forty strong, chartered a special train and enlivened the sessions with songs and yells. Meetings of the League will be held annually. The next will be at Astoria, Oregon. Officers were elected as follows: President, T. B. Wilcox, Portland; vice-president, J. S. Van Winkle, Albany; executive committee, C. Wingate, Astoria; William M. Colvig, Medford; William Hanley, Burns; J. H. Raley, Pendleton; secretary, C. C. Chapman, Portland. The offices of the League are maintained by the Portland Commercial Club at Portland, Oregon.

#### FROM A VETERAN BUYER OF SPACE.

EN ROUTE "THE WOLVERINE,"  
NEW YORK CENTRAL, Dec. 22, 1910.

My Dear Mr. Hopkins:

Riding on a train for several hours gives one a chance to think of things he ordinarily does not get an opportunity to consider.

I have just read a copy of the last issue of *PRINTERS' INK*, and it has brought to my mind a conversation I had with you a few weeks ago with reference to the "per page per thousand" value of your advertising space to the so-called "general advertiser."

Of course, there is no question but that almost any "trade" publication has to its particular trade a value far beyond that of a popular magazine as related to the general public. But it seems to me that because *PRINTERS' INK* treats of advertising and is read only by men interested in advertising, its pages should be worth to the manufacturer of advertised goods of general distribution even more per page per thousand than his trade paper. Not because of the *trade* he reaches—not because of the *number* of people who read *PRINTERS' INK*, but because of the *talk* he creates. Practically every reader of *PRINTERS' INK* becomes a living and talking salesman (advertisement) for that manufacturer instead of a mere possible consumer of his goods.

But—what's the use?—the thought has probably been better expressed (and much better *written*, for when I started we were at Syracuse station, but now we are going fifty or sixty miles an hour) a hundred times before—and that is one reason why I have always refrained from "rushing into print" with any of my opinions on this or any other subject.

Judging from my past reputation, I suppose any one who might read this would think that I am ripe for an insane asylum, in view of the fact that I have spent nearly twenty years on the "buying" side of the advertising fence. What I have written, however, is a true reflection of the inside of my cranium.

Sincerely yours,

VICTOR H. YOUNG,  
Manager, Contract Dept.,  
Frank Seaman Inc.

## TURN OVER A NEW LEAF FOR 1911

and resolve to clothe  
your catalog in

## PRINCESS COVERS

and conserve its busi-  
ness getting qualities.



Write to-day on your  
business letterhead  
for our

### BEAUTIFUL SAMPLE BOOK

which is full of sug-  
gestions from cover  
to cover.

C. H. DEXTER & SONS  
Windsor Locks, Conn.



## CLINCHING THE DEALER'S INTEREST WITH ILLUSTRATED METAPHORS.

SOMETHING ABOUT THE SELLING STRENGTH OF THE FIGURATIVE IN PICTURES—INSTILLS LIFE INTO COPY AND CATCHES THE READER OFF HIS GUARD—THE RESULTS IN THE SOUTH BEND WATCH CAMPAIGN.

By George E. Potter,  
Manager, Advertising and Sales Promotion of South Bend Watch Company, South Bend, Ind.

There is something about a figure of speech, when turned into a picture by an artist and then placed as an illustration in your advertising, that lures the reader into giving attention and in pondering, almost unawares, the significance of it all. It may seem strange that this symbolical kind of advertising should prove to be especially valuable in prosaic trade journals, but this has been the experience of the South Bend Watch Company.

In the South Bend Watch Company's advertisement to dealers which appeared in the trade papers recently, we show one of our letters to prospective watch buyers as a man walking arm in arm with the prospect to the jeweler's store. Here we wish to explain that when the South Bend Watch Company was established, it was foreseen that the retail jeweler was in dire need of a watch manufacturer who would protect the interests of his business against mail-order houses, who bought cheaper watches and undersold him. Recognizing this much-needed want of the retail jeweler, the South Bend Watch Company adopted the policy of dealing direct and only with the

legitimate retail jewelry trade with the result that to-day 14,983 retail jewelers are selling the South Bend watch in the United States. Because of this policy toward the retail jeweler, the illustration in the ad referred to is made doubly valuable in its appeal to him.

Also showing our letter as an active, living thing, going arm in arm with the prospect to the jeweler's store, does more than let the dealer know we are merely informing prospects by letter that he sells South Bend watches—it makes him feel that we are personally bringing these prospects right into his store for him to sell them the merchandise in which he has his money invested. He can see it.

As advertising is nothing more or less than salesmanship in print, the reader should to a certain extent be looked upon by the advertiser the same as the salesman looks upon a prospect.

All good salesmen make use of figurative illustrations or the metaphorical in approaching prospective buyers—all great lecturers or orators deal with comparisons, metaphors, etc., in getting the attention and interest of their audience.

Granting that it is of value in salesmanship, and in public speaking, then why is it not valuable in advertising? Its value in advertising lies in the act that the reader is unwittingly induced to buy.

Just as every merchant must say "no" to a big percentage of the traveling men who call upon him, the reader must say "no" to a big percentage of advertisements he reads.

Frequently the more you say "buy" the more the reader says "no." The metaphorical in advertising unconsciously converts the reader into a buy-



Our Letter  
Dresses the  
Prospect in  
Your Store

### Are You Prepared to Meet Him?

Every day in answer to inquiries we are referring good prosperous prospective watch buyers to the jewelers who carry South Bend Watches.

If you are alert, up and ready to strive and are prepared with such an assortment of South Bend Watches as to do the line justice the business will be yours.

We create the prospect and send him to you.

We give you the quality in the goods.

All you need to close such sales is courtesy and a fair assortment of South Bend Watches.

Inspire confidence in the prospect by showing your confidence in the line.

We are always glad to receive your orders and will strive as hard to please you when we are flush with prosperity as at any other time.

Is there anything we can do for you now? Say the word and it will be done.

**South Bend Watch Co.**  
Makers of High-Grade Watches  
Famous Quality Priced Low  
SOUTH BEND, IND.

STRONG TALK IN  
TRADE PAPERS.



ing mood—he thinks he has convinced himself he wants the article advertised, while, as a matter of fact, the advertisement has convinced him.

The mail order houses depend upon the farmer almost entirely for their business and their business has grown to such an extent that it is a serious matter to the country retailer. For this reason and because of the prosperous state of the farmer, last fall the South Bend Watch Company inaugurated a forceful campaign in the farm papers. To show the retail jeweler what the South Bend Watch Company was doing in advertising its watch to the farmer and thus helping to regain the trade which had been taken from him by the mail-order houses, an ad was inserted in all of the trade journals showing the farmer in the act of giving his money to the retailer for a South Bend watch.

This vividly conveys to the dealer the benefits he will derive from our campaign to the farmer by having the South Bend watch in stock.

Put a man on his guard and you will have a hard fight, but catch him off his guard and it is comparatively easy to overcome him. *The figurative or metaphorical in advertising throws the reader off his guard and gives you an opening to clinch the sale.*

We have found this method of talking to the retailer through our ads very effective; in fact, more so than any other method we have used. This method has also been used to the consumer with good results.

By the foregoing, however, it must not be implied that the writer is of the opinion this is the only good method of advertising, but certainly in some cases it is productive of the best results.

#### INSTRUCTION IN PUBLIC SPEAKING FOR AD MEN.

The Cleveland Advertising Club is to give instruction in public speaking. A class has been formed whose members, for a nominal expense, will receive instruction from a capable teacher of the art. The idea is that ability to speak on his feet forcefully and without embarrassment is a necessary equipment of a good advertising man.



**THE BINGHAMTON PRESS** never does things by halves. From the day of its establishment, a few years ago, it took a front rank among the **BIG NEWS-PAPERS** of the smaller cities of the United States.

From a news, editorial and typographical viewpoint it is in every respect a metropolitan newspaper of the first class.

As an advertising medium it is recognized by both local and general advertisers as covering the field thoroughly and completely. Few of them use any other medium there.

The average circulation for the month of December was over 26,000 copies daily. There were not a dozen worth while homes from an advertiser's standpoint, in Binghamton and vicinity, which were not reached by **THE BINGHAMTON PRESS**. A strong statement which we can prove to your complete satisfaction.

**THE JOHN BUDD COMPANY,**

*Advertising Representatives,*

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5201 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, Jan. 5, 1911.

## Taste and Color in Advertising

Taste—the pleasing arrangement versus the offending arrangement of form and color—is a very real thing in daily life. And of the two—form and color—color is by long odds the most important in influence.

Few advertisers have studied color with any attempt at developing a technique of color advertising value. Of late some data concerning optical reactions have been brought out, but, truth to tell, there is more importance in the development of *taste* than in much of scientific analysis. The man who is a lover of beauty and fitness and a hater of the gaudy, the inappropriate, and withal an observer of relations of color to the things and the feelings of life as they average up in the average individual of the class dealt with, will prepare more successful advertising than the man without this taste.

In fact, although little is customarily said about it, the æsthetic sense is a most important

part of an advertising man. The best advertising successes have for years been significantly related to the presence of æsthetic quality in all that is done. An advertising man without any æsthetic sense at all may possibly succeed in some few lines of business, but he is rather hopeless—unless he submits to much guidance—in any position where quality is a factor, and the more intelligent classes are to be reached.

Taste—an intuition for the fitness and harmony of form and color—is called upon every day in the advertising office of every important general advertiser. Unquestionably, the lack of realization of this is responsible for the mass of advertising matter of every kind which so grossly violates taste—and fails.

As is usual in so many other directions in this day and generation, ugly extravagance, over-ornament and over-coloring are the chief sins of those who prepare advertising matter. PRINTERS' INK suggests, as a continuance of the line of thought opened up in this issue, in which special emphasis of the color side of advertising is made, that the various educational courses of advertising now in progress or about to start, include this very important matter of the education of the advertising man's æsthetic sense.

Contrary to the opinions of some hyper-practical men, the general public does respond to the touch of taste. True taste is more practical than poor taste, because it is more simple and fitting, and therefore more effective. Bad taste is always ignorance and failure to analyze, and carries its sure penalties.

**"Gimbel Square" Gets a Quietus** In July, 1909, PRINTERS' INK took up the fact, which until then had provoked no comment, of the usurpation of Greeley Square, New York, as "Gimbel Square," by Gimbel Bros., and criticized the matter in no uncertain words.

*Collier's* some time later took up the matter editorially and was

especially sharp about the silence of New York newspapers on the subject. The City Club of New York next acted on the subject, going directly to city officials. In her famous "Lounger" department in *Putnam's* Miss Jeanette Gilder, too, voiced her disapproval of the scheme. Sensing possible detrimental criticism, Gimbel Bros. have refrained from printing the offensive name in their ads, though some New York newspapers and some Gimbel literature still keep it alive.

Now, however, comes a move which in all likelihood means the death blow of the scheme to convert a bit of ground (tiny enough as it is) marked with a statue and honored with the name of a great newspaper man, into an advertisement. President Taft's brother and other capitalists are now commencing operations upon a monster hotel just opposite Gimbel's on Greeley Square, and they call their company the "Greeley Square Hotel Company."

A more effective quietus to an unholy ambition could scarcely have been devised.

### **Dangers of the Illustrated Metaphor**

When an advertiser takes on metaphor, particularly illustrated metaphor, in his copy, he is liable to take on simultaneously the cap and the bells of a buffoon. Some trade journal copy now running makes utter fools out of the advertisers, to say nothing of the readers.

Take, for instance, the ad of a well-known house which makes a specialty of repairing jewelry for the trade. It is headed, "Don't Refuse a Job of Any Kind." The illustration across the top depicts a tramp spurning a kind lady's offer to give food in exchange for an hour of his services at a nearby wood-pile. Surely this picture is meant to have some meaning in connection with the text below it. A reader with a disposition to analyze must come to the conclusion that he, a dealer, represents the tramp and the lady a customer who offers him some jew-

elry repairing to do. Complimentary, is it not?

It seems to be almost a rule (there are some shining exceptions) that when a large house has at last recognized the weakness of "card" advertising in trade papers it must go through a foolish stage of perpetrating all kinds of advertising monstrosities. One of the first temptations is to illustrate some trite figure of speech or some outrageous pun. Instead of using the metaphor as a servant, as was done by the South Bend Watch Company, whose views are described elsewhere in this issue, some trade journal advertisers serve it as a master, to the detriment of their dignity and intelligence. The Otis Elevator ad, showing an elevator, suspended from an aeroplane, lifting the world, has more dignity, but the implied claims are preposterous.

An illustrated metaphor, like any other picture in copy, is useful if it makes a *sensible, business-like point*, which is further emphasized in the accompanying reading matter. But analyze it to see that it isn't a boomerang!

### **P. O. Official Attacks Pre- mium Subs. and Sample Copies**

In his annual report made public Dec. 27th, Third Assistant Postmaster - General J. J. Britt urges higher postage rates on sample copies of magazines and recommends that Congress provide that a subscription made directly or indirectly in connection with any premium, rebate or other similar inducement be not recognized as a part of "the legitimate list of subscribers" required by law.

Of the 873,412,077 pounds of second-class matter mailed in the fiscal year it is stated that 12,695,048 pounds were "sample copies" of various publications.

Concerning this privilege of publishers to mail a number of sample copies equal to their paid subscription list Mr. Britt says:

"In connection with the above—when it is considered (1) that nearly two-

thirds of our publishers do not avail themselves of the sample copy privilege at all; (2) that the great majority of the remainder make use thereof to a very limited extent; (3) that thirty-five publishers of magazines mail over 4,555,073 pounds of sample copies, or slightly over a third of all the sample copies mailed in this country throughout the fiscal year, and that four publishers mail over 11 per cent of all the sample copies mailed; (4) that statistics show that the sample copies of magazines have the longest average haul of any class of second-class matter, and are as a matter of fact almost invariably mailed "single wrapped"—that is, each copy is separately wrapped and addressed—requiring individual handling and resulting manifestly in their being the most expensive character of second-class matter to treat; and (5) that the Government is at great expense in extending the second-class postage rates to sample copy mailings, which mailings are made by only a small number of publishers, and by them, in a large part at least, apparently for commercial purposes—I cannot refrain from the suggestion that you recommend to the Congress the entire discontinuance of the sample copy privilege at the cent-a-pound rate."

The obvious answer to such an argument is, "Why make the innocent suffer for the crimes of the guilty?" The interpretation of such a proposal can only mean that an added opportunity is being sought to punish reputable publications, on the excuse that the frauds of the disreputable ones should be abolished. Why not enforce well the present regulations? Advertisers are not in love with sample copy circulation, and would welcome the abolition of the misuse of the sample copy privilege by the very few who still practice it. But don't add further burdens on those who observe the spirit of the sample copy privilege.

### **Germany's Advertising State of Mind**

That the Germans have not yet become a real "advertising people" has been sensed by a number of travelers. J. Gimbel, the famous American merchant, who was in Berlin over a year ago, said, "I believe more Americans would come to Berlin if Berlin hotels advertised themselves more. The department stores, too, should advertise more."

The Germans are still in the thick of that state of mind out of

which England is now growing, when to advertise seems to be vulgar and "commercial" and semi-disreputable to many good folk. Germans are such sticklers for "personal liberty" that some feel that this sacred province is ruthlessly and brazenly trodden upon by any one who endeavors to interest them in a proposition. They do not welcome suggestions from any and all sources as in America.

The same feeling was rife in England until recently. Not long ago a director in a big English concern, spending a great deal of money in advertising both at home and abroad, came to America. His American associates proposed a series of visits to well-known manufacturers, advertising men and customers, but the English director demurred, askance. "We will be interlopers and not welcome," he said. But he was overruled, and received with such uniform courtesy by those who did not know him, even by buyers and those who were asked for advice that he remarked upon it. "In England," he said, "it is still too much the practice to refuse to give a hearing to solicitors, even though they can bring important suggestions. And as for one who calls for gratuitous advice—never!"

Advertising becomes more effective as soon as open-mindedness develops—or perhaps it is more accurate to say that open-mindedness develops as fast as advertising progresses.

### **NEW OWNER FOR CLEVELAND "LEADER."**

Daniel R. Hanna, son of the late Senator Hanna, has bought the stock of the Cleveland *Leader* and assumes complete control, having purchased the operating lease of the paper from Charles S. Kennedy, Nathaniel C. Wright and Harry S. Thalheimer.

It is announced that Mr. Kennedy will devote himself to private interests. Mr. Wright will continue as editor-in-chief and Mr. Thalheimer as business manager. With them will be associated Frank E. Rowley, formerly managing editor of the *Chicago Chronicle*, and later of the *St. Louis Post-Dispatch*.

The *Leader* has secured the news services of the *New York Times* and the *Chicago Tribune*, in addition to its other resources.

## The Official Auditor of the American Newspaper Directory

Recently Audited the Circulation of the

# Northwestern Agriculturist MINNEAPOLIS

And certifies to an average circulation **GREATER  
THAN WE GUARANTEED.** Send for the details.

☛ **THE QUALITY OF CIRCULATION** is equally important with quantity. Ours is the highest of any farm paper in America.

☛ The N. W. Agriculturist subscription price is **\$1.00**—The only dollar-a-year farm paper in Minnesota. It is the most elaborately printed farm paper in America.

### QUALITY PAPER MEANS QUALITY READERS

Whose trade is far more valuable to advertisers than "cheap" ones.

### "WHAT FARMERS USE IN THE NORTHWEST"

☛ We published last April, 72 questions in **The N. W. Agriculturist**, offering a reward to farmers who would answer all those questions within 30 days. We received 3,456 answers—a total of over a quarter of a million items of real information. It has taken six months to tabulate the answers. This is the third time we have made this scientific investigation.

☛ **RESULTS ARE ASTONISHING.** The book, "What Farmers Use," will be ready in January. Price \$2.00, but **FREE** to our advertisers.

#### N. W. Agriculturist Advertising Rates.

|                      |             |
|----------------------|-------------|
| Per line.....        | 40 cents    |
| 1,000 lines @.....   | 38 "        |
| 2,000 " ".....       | 37 "        |
| 3,000 " ".....       | 35 "        |
| Over 90,000 per week | guaranteed. |

#### ADDRESS—

**P. V. Collins Pub. Co.**  
**Minneapolis, Minn.**

BRANCH OFFICES—CHICAGO, 904 Tribune Bldg.; B. W. RHOADS in charge. World Bldg., Union Stock Yards; T. J. CHAMPION in charge. NEW YORK—5010 Metropolitan Life Bldg.; E. M. MANSUR, in charge.

## ITALY DEVELOPS POSTER TALENT.

CAPPIELLO PRODUCES SOME FASCINATING POSTERS AND SETS A FASHION FOR BOTH ADVERTISER AND CONSUMER.

While Italy is in the front rank as an artistic nation, it has nevertheless been far behind Germany and France in the use of good advertising art. In fact, Italy has not been at all aggressive in advertising in any way.

However, the entrance in advertising art of Capiello, one of the younger school of artists who has turned his ability at caricature to commercial account by producing posters, is giving a distinct impetus to advertising in Italy.

His posters are proving to be very popular there, and have even made a strong impression in France. The art idea is popular in Italy, where even the peasants are used to good pictures.

Capiello has been fortunate in securing the co-operation of so skilled a house as Vercasson, lithographers, whose admirable reproductions of his pastels have done much to lend them the distinctive force they have.

The printing is done with slates as large as possible in order to obtain the uniformity of background and tint absolutely free from blemish. Although these posters are sold fifty per cent higher than others, their ability to withstand the action of the sun, wind and rain has predisposed many advertisers in Italy in their favor.

Capiello is by temperament fitted to conceive and execute posters that will catch the Italian or French eye and make a pleasing impression on their color-loving senses.

He was, for a time, bound by the artist's conventional tempera-

ment, glorying in his penury as long as he could struggle without hindrance toward his "ideals." But he had the good sense to get over this.

Capiello's success has created something of a following which may make desirable inroads upon the great natural Italian resources of artistic talent. His work is already receiving the flattery of imitation and the accounts of his success have been made the subject of many a hot discussion at round tables in Milan, Rome and Florence, where the out-and-out temperamental artists have been hard put to it to make good their "art for art's sake" arguments with their younger associates, who are human enough to long for some of the prosperity that is so obviously attending Capiello. It seems, indeed, to be only a question of time before other excellent poster talent, heretofore beyond the reach of advertisers, will be available.

The vivid, warmly colored pos-



EXAMPLES OF CAPPIELLO POSTERS.

ter is characteristically the ideal advertising "medium" for the masses of Latin population. Acting upon impulse, rather than logical reasoning, relying upon his impressions rather than upon thought-out conclusions, the average Latin will succumb to an artistically wrought poster far more quickly than to a bombardment of "reason why" arguments, so forceful in countries where the emotions do not govern the action to so great an extent. A pictured phantasy with a woman in the heart of it makes perhaps even a greater appeal to the Italian than to other peoples whose blood runs more slowly.



**YOUR** advertising literature—  
at its best—is but a substitute  
for the personal presentation of  
your goods.

Don't cheapen it by printing it on cheap  
stock. Cheapness never inspires confidence.

It doesn't give the desired perspective.

It starts the thoughts running in the wrong  
direction.

"Strathmore Quality" Book and Cover  
Papers will make your advertising literature  
attractive and appealing—will convey  
thoughts with the correct perspective.

They cost more. But *you* let results tell  
the real story.

Ask your printer to show you the "Strath-  
more Quality" Books—or we will send  
them.

The "Strathmore Quality" Mills

THE MITTINEAGUE PAPER COMPANY

MITTINEAGUE, MASS., U. S. A.



## THE NEED FOR MAIL ORDER ABILITY IN COMMUNITY ADVERTISING.

WHAT THE ADVERTISING WEST NEEDS MOST—GREAT FIELD FOR THE WELL-TRAINED ADVERTISING MAN—A TRAVELER'S DISCOVERIES IN MANY STATES AND CITIES.

By Frank E. Morrison,  
Of "Success Magazine."

[NOTE.—Mr. Morrison has recently returned from a month's trip to the Pacific Coast, whither he journeyed primarily to deliver an address before the Oregon Development League, at Portland, Ore. Going and coming he visited many advertising communities, studied their methods and observed what he believed were points of strength or weakness.]

The advertising communities of the West need men who have been trained successfully in the ways of mail-order advertising.

I was of this opinion before I took a trip to the Pacific Coast, my visit lasting from November 19th to December 19th. I was even more firmly of this opinion after I had had a glimpse into the "works," so to speak, of the community advertisers. Brainy, aggressive and virile men are they who through advertising are trying to make larger and busier the cities of Texas, Iowa, Nebraska, Idaho, Oregon and Washington. They are most competent executives when dealing with a matter that lies nearest their hands. But they have not yet learned the finesse of display advertising. I did not find more than two or three commercial secretaries who had experience that would qualify as a writer and placer of up-to-date mail-order advertising.

But why a man who is wise in mail-order advertising for a city that wishes to secure the best results?

Community advertising copy should pull inquiries; and these inquiries should be handled in a way to increase interest in what a community has to offer. A mail-order expert would find himself perfectly at home in scheming inquiry-pulling copy; his experi-

ence would render him admirably fit to get the most out of the responses from this copy. His intuitive knowledge of the writer's character, his ability to turn this knowledge to use by advancing his proposition in the way to be the most effective, would prove wonderfully valuable to the great work of bringing new residents and new manufacturers to a city. It is in no captious spirit, but in the friendliest desire to be of use to these enthusiastic workers of the West that I make this suggestion.

As a rule the chief defect in most copy placed by the West-



### What do you know

about Baker City, Oregon? If you are considering coming West, there are a good many things you ought to know about Baker City and vicinity before you decide upon a decision. It is certainly a mistake for a man to leave without investigating the opportunities this section offers. You ought to know about Baker City. You owe it to yourself. It is a serious thing to start to move. It is a momentous thing when a man chooses the wrong location. I am right to know about Baker City.

Fill out the blank below now and mail it to-day

Publisher Manager,  
Baker City Commercial Club,  
Baker City, Oregon.

I am interested in ☐ land growing ☐ farming ☐ mining ☐ general farming ☐ dry farming ☐ irrigated lands ☐ stock raising ☐ manufacturing ☐ springs ☐ business or professional opportunities ☐ Central Oregon ☐ home town ☐ poultry raising ☐ (Please mail me all that you wish to know about)

Name \_\_\_\_\_

### PROGRESSIVE DEVELOPMENT OF THE COUNTRY FOR COMMUNITY ADVERTISING.

ern cities is that of being too general. The page throws off a warming glow of hospitality—they are big-hearted people in the West and they could not keep their big-heartedness out of their copy if they should try. But it is not sufficiently specific. The advertising shows an unmistakable longing for more good settlers; one knows that behind it is a hand extended, ready for a hearty grasp. But it does not convey in detail what the community can offer to newcomers.



In a word, the advertising should be educational. A community should analyze its "equipment." It has opportunities, yes. But so have many other places. What can a man do with these opportunities? Who knows, for instance, that a most profitable opening awaits those who would go to Portland, or the nearby district, to raise chickens or to conduct a dairy? That section is hungry for men who know poultry raising and how to make butter and supply pure milk. But nothing of the kind has ever appeared in the copy of that district, as far as I know. In a series of ads, one ad could and should be devoted to this fine opening for poultry raisers and dairymen. So each of the series should concentrate upon one particular gift it can offer the seeker of new opportunity. The apple has been given more attention than is good for this Western-

country; the whole West has opportunity galore. But this opportunity must be divided into units, and each unit—whether fishing, cattle-raising, potato-growing or butter-making—be advanced in the same educational way that has brought success to houses like Colgate's, or Heinz or Simmons.

Perhaps an advertising man in his enthusiasm for his profession errs in believing, as the endless leagues of that wonderful West glide under his eye, that its future development depends measurably upon copy. And he is strengthened in this error, if error it is, by the support of the leaders out there. Everywhere, in Des Moines, Spokane, Seattle, Boise, or Portland, the men were eager to know how to advertise effectively. Questions are thrown at anyone at all who claims to have a knowledge of advertising ways, and they wait eagerly for the answers. It is no uncommon

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## **Vroom-** **taylor**

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*Subject: Evening Clothes*

**M**Y prices begin at \$75. My organization consists of tailormen who never dig a needle into any other kind of garments but Evening Wear. ¶ Silk lined throughout, of course, and tailored as only a Vroom garment can be.

I am prepared to execute Dress Suit orders in ten days time.  
Quicker action wouldn't be satisfactory to me—nor you

**Eleven fifty five  
Broadway**

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## **Your \$20,000 Salesman Wears Quiet Clothes**

He knows that by effacing himself, his words and his goods gain full attention.

We produce form letters so perfect that no thought of "What kind of a letter is this?" arises in the prospect's mind. Their execution creates only a subconscious impression of an individual letter and leaves his mind receptive to your message.

Elbert Hubbard would call this Art.

Our 1910 ledgers show it to be Mighty Good Business.

**American Letter Company**

*Patentees and Sole Operators of the Typewriter Press*

**64-68 Fulton Street, New York**

Telephone John 1958.

experience to attend a dinner of community "boosters" and find yourself discussing the question of development by advertising with the governor of the state himself.

Certain sections have not yet got beyond the rudimentary advertising stage. One large city, for instance, spends about \$100,000 a year in advertising of all kinds. This goes for publicity in the nature of apple shows, exhibits, conventions and salaries. This city secures publicity through the "date line" type of advertising. "News" stories are written up by ex-newspaper men, usually clever fellows who would be valuable if they were trained in the fundamentals of good advertising.

Those of us who have studied advertising as a serious pursuit, know how lacking in substantial value is press-agentry of this kind. It cannot advance the "reason why" appeal, and that appeal should by all means be the basis of community advertising.

Think of the results of an investment of \$100,000 if spent in the display advertising of a city in magazines and newspapers! It would make that busy city the most-talked-of place in America.

The advertising idea has gotten a tight hold of all the people. The farmers are the first to respond to an appeal for funds. Many of the towns I visited are spending from \$1 to \$5 per capita. In Southern Idaho, a small place depending upon the surrounding farmers raised a fund that averaged \$2 per capita. Most of the contributors were farmers. Along the Southern Pacific lines, for every dollar the towns raise for advertising, the Southern Pacific matches it with another. When a community desires, it may have its booklets and other literature printed by the railroad company, by paying half the cost of manufacture.

#### GUARDING AGAINST GRAFTING POLITICIANS.

I found the enterprising men in Iowa, Nebraska and Minnesota determined to push a bill through their legislatures this winter to

empower the states to appropriate money for advertising. This is somewhat different from the proposition of a city spending its own money with the consent of a state, expressed in an enabling act. The state itself will foot the advertising bills, if these laws are passed.

The earnest men of these three states are fully aware that they must protect this advertising fund, if it becomes available, from the preying politician, looking for "boodle" and "rake-offs." They have politicians out there, as in the East, who look no further than their own pockets. These parasites doubtless will help fight the bills through, hoping to profit by turning some of the funds toward themselves. If a resident

## A Great Dairy Center

WHERE EVERY CONDITION MAKES FOR THE GREATEST YIELD OF BUTTER, FAT AT THE LOWEST COST

Exceptional Value  
The Return  
1:75:00  
per acre

The Sacramento Valley Irrigation Company has started a big dairy movement in Glendale and Colusa Counties. Dairymen from all over the United States are interested themselves in these lands, where alfalfa produces 7 to 12 tons per acre and silage corn from 25 to 30 tons. In fact, all crops grown in California make big yields in the Sacramento Valley. Oranges, walnuts, almonds, peaches, prunes, grapes and fruits of all kinds yield in the greatest abundance.

Unequaled Opportunity  
The Return  
\$12.00  
per acre  
the balance in  
10 annual payments

Write at once for our  
DAIRY LITERATURE

Sacramento Valley Irrigation Company  
H. L. Hollister & Co., Sales Agents, Willows, California

800 Fourth Ave.  
Portland, Or.

800 So. 4th St.  
Glendale, Ca.

800 Grand Blvd.  
San Francisco, Ca.

800 Market St.  
San Francisco, Ca.

In sending this advertisement please mention Special  
Sightseeing reference and request to Willows, California.

ONE OF THE MANY COMMUNITY ADS IN WESTERN MEDIUMS.

of any of these three states is objecting to the bills, it is because of this fear of the politicians who will spot the fund as another bundle of "boodle." It is likely that the states will trust to their Western vigilance to protect the money that may be allowed by the state.

If these bills go through, it is almost certain that little general advertising will be done the first year. It is planned to have a

## SALES MANAGERS ADVERTISING MANAGERS

There is a typewriter designed specially to meet the requirements of your work. All of those things that your stenographer finds it difficult or impossible to do satisfactorily on the ordinary machine can be done *easily* and *perfectly* on the

## ROYAL STANDARD TYPEWRITER \$65.00

Index card work, filling in blank forms, making out reports, schedules, etc., addressing circulars, envelopes and post-cards, heavy manifold, stencil cutting—whenever you are “up against it” on any of these or other propositions, then send for a Royal.

ROYAL TYPEWRITER CO.  
Room 52  
Royal Typewriter Bldg.,  
New York.  
A Branch in Each Principal  
City.



## Dead Heats Are Comparatively Rare

**I**N almost every test of skill one man is found a little better than the other—sometimes vastly better.

The principle applies in copy writing.

Your own copy may be the best—but the only way to be sure is by a comparative test.

Once we break through the crust of skepticism, and get a man to try our copy he keeps using ours.

Our best customers are those we had to convince by results.

**The Business Development Company of America**  
“Writers of Selling Copy”

Send for “Advertising and Selling”—A Distinction with a Difference.  
119 NASSAU STREET : NEW YORK CITY  
Established 1901 Phone Cortland 5374

**1847 ROGERS BROS.** X 5  
TRIPLE

“Silver Plate that Wears”



The famous trade mark  
“1847 ROGERS BROS.” guarantees the *heaviest* triple plate.  
Catalogue “P” shows all designs.

**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

## An Evidence of the Increasing Influence of the German Gazette in Philadelphia

is the new 300,000 line Gimbel campaign that has just started therein. It is a straw that shows the way of the wind. This famous department store has used all the leading local dailies and this departure establishes the desirability of the 350,000 Germans in the "City of Homes."

National advertisers should know that one rate covers the morning, evening and Sunday editions of The Philadelphia German Gazette. Hence the economy in using the combination.

Keep The Gazette in mind in making up your 1911 lists.

| WEEK ENDING DECEMBER 17TH, 1910: |               |
|----------------------------------|---------------|
| First Newspaper.....             | 100,880 Lines |
| GAZETTE .....                    | 94,740 "      |
| Third Newspaper.....             | 89,715 "      |
| Fourth Newspaper.....            | 79,340 "      |
| Fifth Newspaper.....             | 71,160 "      |
| Sixth Newspaper.....             | 64,625 "      |

The German Gazette Publishing Co.,  
Philadelphia.



*Dictate  
to the  
Dictaphone*

Turn to your Dictaphone and the things you ordinarily put off writing are done "right off the reel."

Our nearest office will show you; or write for catalog to

**THE DICTAPHONE**  
Box 111, Tribune Building  
NEW YORK

committee compile statistics about the resources of the state—to find out, in a word, what it may advertise to advantage.

It was natural that the Western advertising communities should band themselves into leagues, with central "clearing houses," for inquiries, etc. The Portland Commercial Club, for instance, has fathered the Oregon Development League. Its presiding genius, C. C. Chapman, is a wonder at taking money out of inland towns for advertising purposes. He has had advertising experience and knows the benefits accruing from advertising and he can paint them in a way that the Western townsman and farmer can't resist. Everybody has come to understand that he personally will profit if the territory in which he lives profits. Portland citizens shoulder the major expense of the Oregon Development League. The President is one of the wealthiest men of Portland, who thirty years ago came into Portland with \$30. Its citizens know that its future depends upon the towns of the interior, whose development will be reflected in the growth of Portland.

All of this advertising is sure to result in the civic betterment of the Western municipalities. Improvement has, in many cases, already followed a determination to advertise. They know out West that there is no use advertising, unless a city has "the goods." The "goods" in this case are cleanliness in streets, good civic spirit, good schools, good everything, "as advertised." Des Moines is not the only city that first set its house in order before advertising. It has perhaps gone further than the rest in instituting radical changes for the better, for instance in the matter of its commission government, but wherever there is a desire to advertise, there is usually coupled with it the knowledge that the community must clean its face and rectify its conduct, if necessary. That is the social side, of vital importance, to all of this widespread advertising activity.

The Western readiness to over-

come any shortcomings is illustrated by an experience I had in a thriving town in Oregon, famous for its apples and prunes. I sat down at the breakfast table, in the leading hotel, with my mind fixed upon apples.

"A fine large baked apple," I ordered of the waiter.

After a search in the kitchen he regretted that the hotel had no baked apples.

"Some of your famous silver prunes then."

After another trip to the kitchen the waiter reported "no prunes."

"What," I exclaimed. "In this country which is known in the East chiefly for its apples and prunes, you have none of this fruit? That's remarkable. Give me some raw apples then." I got raw apples but they were seconds and the charge was two for 15 cents.

Later in the day I related my experience to the secretary of the Chamber of Commerce. I said that anyone from the East surely expected Oregon's chief fruits to be served in its hotels. Was it not a poor sense of advertising to allow this?

He understood immediately. He called the hotel proprietor by 'phone and explained the matter to him, from the advertising viewpoint. Although the landlord demurred at the prunes, claiming that they were "a boarding house dish," he consented to serve these, as well as apples, when he learned that such hotels as the Waldorf-Astoria in New York and the La Salle in Chicago printed "prunes" upon their bills of fare.

The next morning both baked apples and prunes were on the menu.

The December banquet of the Pilgrim Publicity Association was held at the City Club on the 19th. It was Transportation Night, and the speakers were: D. O. Ives, Manager Transportation Department, Boston Chamber of Commerce; F. W. Hamilton, D.D., LL.D., President Tufts College; Rev. George Wood Anderson, of St. Louis. This was one of the best dinners of the association this year and was largely attended by members and guests.

## *Put It on Your List!*

# New Jersey Freie Zeitung

53 years the Daily and Sunday family newspaper of German-American Newark the Metropolis of New Jersey.

Positively the only paper existing to reach this rich German field.

No special copy necessary. Accurate translation guaranteed. Matrices can be used. Modest rates.

***Send for Rate Card***

## THE Morning Record

MERIDEN, CONN.,

is the

**ONLY TWO-CENT NEWSPAPER**

in a field of

**60,000 Population**

and the only other Meriden daily is a three-cent paper.

The RECORD LEADS in Want advertising, in local display advertising and in Foreign advertising, of the better class, because it is unquestionably MERIDEN'S LEADING HOME NEWSPAPER.

More than 90% of the entire circulation of the RECORD is delivered at the homes of its subscribers, and in the majority of these homes no other Meriden paper is seen with any degree of regularity.

Address the publication office, or any advertising agency recognized by the A. N. P. A., for rates and other particulars.

# FOR SALE

AN

## Evening Newspaper

IN A NEW YORK STATE CITY  
OF 80,000

Old established with good  
advertising record and pos-  
sibilities.

To be sold to close an estate

THE  
ESSER-WRIGHT CO.

48 City Bank Building  
UTICA, N. Y.

The Surest and Timeliest  
Route to

## More Circulation

Lies in My

1910

## Census Charts

Every reader in the territory  
in which your paper circu-  
lates is interested in the recent  
census. Write me NOW  
for sample and prices, and  
get in the class with the  
hundreds of satisfied pub-  
lishers who are using this power-  
ful circulation builder.

**S. Blake Wilsden**

Newspaper Premium Specialist  
151-153 Wabash Avenue, Chicago, Ill.

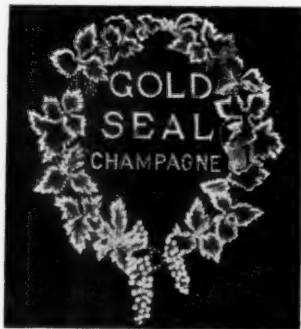
## MORE INGENUOUS ELEC- TRIC SIGNS.

NEW YORK'S NEW ADDITIONS—TAN-  
GIER'S AND PERRIER SIGNS NOW  
IN EFFECT—A PECULIAR SIGN IN  
OHIO.

Ingenuity in electrical display  
on New York's "Great White  
Way" has recently added several  
noteworthy advertisements to the  
myriad that already flashed and  
blinked at the Broadway crowd.

An immense sign in which  
scene painting and electrical dis-  
play are cleverly combined to  
show a waterside scene "by day"  
and then "by night" has been  
erected at Thirty-third street and  
Broadway by the promoters of a  
summer resort, Tangier, Long Is-  
land. The novelty of this sign is  
its remarkable resemblance to a  
theatrical stage setting.

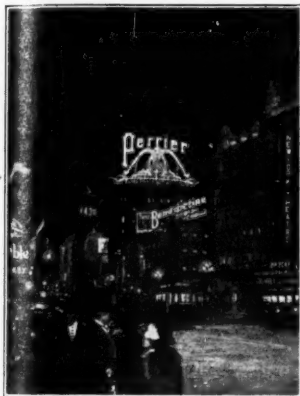
Longacre Square, which, by the  
attraction of its new theatres and  
restaurants nightly, grows to be  
more and more the center of the  
city's night life, received an addi-  
tion not long ago in a huge sign  
erected by the United States



ONE OF THE MOST ARTISTIC SIGNS EVER  
SHOWN ON BROADWAY.

agents for a French table water,  
Perrier. This sign is a full-sized  
display of the Great Fountain,  
Basin of Latone, at Versailles,  
France. It has been reproduced  
by electricity in such a realistic  
way that it is easily recognized  
by every one who has seen

the original. There are thirty-seven streams in all, varying in length from sixteen to sixty-seven feet. These are in constant motion, exactly as in the real fountain, and the action of the streams breaking and falling into the three great basins and then flowing



THE PERRIER SIGN AT NIGHT.

over the sides is reproduced with remarkable reality.

Even blase Broadwayites opened their eyes at this newest and largest sign. It is located at the northeast corner of Broadway and Forty-seventh street, and is 100 feet long and 50 feet high.

The erection of so elaborate a sign was due, in a great measure, to a recent agitation in New York for the regulation of electric signs.

This agitation was based on the very ugly Heidelberg Tower, which interferes with the vista of the Times Building down Broadway, but the "Perrier" people, who are sensitive to public opinion in this country, thought it was important, and as they were considering their design at the time they submitted the matter to the *Times*, who had advised the formation of an association to pass on designs. Neither the *Times* or Perrier desired to initiate the movement, however, and it was dropped.

According to sign makers and electricians a new sign erected for



"A Razor-Saver for Shavers" is the title of a wee circular that tells all about a new idea for adding new joys to self-shaving. We will send the circular free on request. "You're next!"

The application of 3-in-One will make any razor cut easier, better and stay sharp longer. It will keep any razor edge always keen and as smooth

as velvet. Don't scoff! Buy 3-in-One and try this new idea.

Big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts. All stores.

Send for **FREE SAMPLE** and special scientific circular.

**3-IN-ONE OIL COMPANY**  
12 Broadway, New York



## Are You A Manufacturer

looking for an advertising manager who can help you market a larger output, and create a broader demand for your product? I can convince you that I'm the man you need. Have had long Agency experience, and been through every phase of advertising work. Know printing, engraving, etching and artwork, and can get the utmost service and value for your money in all these things. Can see the weak spots in most any proposition and help you dodge the petty grafts and "dead-wood" mediums that kill so many campaigns. Can also see the strong spots and make the most of talking points. If you are looking for a seasoned Advertising Manager, a man of tact, initiative, energy and good judgment—one who will make a success of your advertising—my references and samples of work on national and mail-order copy for well-known concerns, will convince you that I'm your man. I want to get with a live manufacturer or national advertiser, but will consider any proposition based on legitimate merchandising. **CHICAGO ONLY.** "W. F. B." 915 La Salle Ave., Chicago, Ill.



## Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AMERICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also translations, ratings, information, etc., without charge. Write for sample copies and particulars.



"A Daily Newspaper for the Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

## Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

Cinematograph Publishing Company  
30 West 13th Street -- New York

## 30 WESTERN IDEAS FOR TWO BITS

Every one of these 30 selling ideas has brought business for the largest concern of its kind on the Pacific Coast. They are brimfull of practical salesmanship and include attractive designs that can be adapted to your business. Wrap up a quarter and send for them to-day.

COOPER ADVERTISING CO.  
20 Montgomery Street, San Francisco

the Morgan Engineering Company of Alliance, O., is the largest yet attempted. The sign spells "Morgan," the letters being hung perpendicularly down the side of a 400-foot smokestack. It is visible a mile and a half away at night and stands out a beacon at even greater distances, although impossible to decipher.

### R. I. CUYLER CHANGES HIS CONNECTION.

R. I. Cuyler has resigned as advertising manager of the Carter White Lead Company, Chicago, to assume the management of the paint house of Gould & Cutler, Inc., Boston, Mass. It is understood that he will be also a stockholder and director of this firm.

Mr. Cuyler entered the paint field six years ago when he became advertising manager of the Carter White Lead Company. Since then the "Lead with the Spread" has acquired a large measure of fame. When Mr. Cuyler went with the Carter White Lead Company there was no regularly organized advertising department and the appropriation for publicity was small. He originated and promoted the *Carter Times*, a house organ which has been valuable in increasing business.

Gould & Cutler, Inc., has been established about seventy years and is well known throughout New England.

### BILL WOULD PROHIBIT FALSE AND MISLEADING ADVERTISING.

A bill aiming to put a stop to false and misleading advertising has been introduced in the Massachusetts Senate by Senator George H. Tinkham, of Boston. The act is a duplicate of the bill which has been passed with modifications in Connecticut, Iowa, Utah, Idaho, Montana and Wyoming, and is based on a law which has been on the statute books of the state of California for some time.

Senator Tinkham says the present law in Massachusetts reaching the particular kind of deception covered by the act is the old law of larceny by false pretenses, which is extremely difficult to use with effect before modern injuries, and which in a few cases has been practically of no avail.

In spite of a fire which did damage to the plant, Sunday evening, December 25, of the Currier Publishing Company, publishers of the *Woman's World*, there has been no serious delay in getting out the February issue, the advertising forms of which closed, as scheduled, December 31st.



# COMBINATION OF "PROGRESS MAGAZINE" AND "OPPORTUNITY."

The *Progress Magazine* and *Opportunity* will be combined with the March, 1911, issue.

As the future development of *Progress* and *Opportunity* seemed to be along identical lines, the publishers came to the conclusion that they were publishing two magazines where one magazine would have answered more satisfactorily. By forming one magazine they could work out a better and more complete periodical than either of the others.

The combined magazine will contain the best material that was printed in *Progress* and the best that has appeared in *Opportunity*, but it will work along broader lines—Opportunity, Progress and Achievement being its chosen fields.

The magazine is published by The Progress Company, Chicago. Jewett E. Ricker is managing editor, C. D. Mitchell is advertising manager, William F. Schram is business manager.

## HE WEARS OFF THE COVER RE-READING.

THE ARKENBERG-MACHEN COMPANY.  
Advertising.

TOLEDO, O., Dec. 6, 1910.

Editor of PRINTERS' INK:

We are enclosing herewith our check for \$2.00 to cover one year's renewal subscription to your admirable magazine beginning with the December 8th number, per your memorandum invoice.

We consider PRINTERS' INK to be the one journal of facts that the up-to-date advertising man cannot afford to be without.

The criticism that we offer is that the cover of the magazine is not sufficiently heavy to carry the bunch of interesting pages which are read and reread so many times.

With best wishes for a Cheerful Christmas and a most Happy and Prosperous New Year, we are,

E. A. MACHEN.

## PROMISING BUSINESS FOR SALE CHEAP

A Pennsylvania skin Specialist perfected a scientific three-remedy, systematic complexion treatment, consisting of two tablets and a cream, that he used for eight years in private practice with gratifying results. He started a little advertising but ran into medical ethics. I was so impressed with the high merit of the treatment and the results that I secured control of the rights. I don't know of a sure way of making a fortune out of the business in a few months, but I believe there are excellent possibilities in it for some one who has more time and money than I can spare. No other treatment of such real merit on the market; it should have a very broad sale. Attractive name has been trade-marked; all details of preparing and packing goods worked up; strong booklet, follow-up literature and advertisements ready. If you have push and a little capital write

S. ROLAND HALL, Principal, I. C. S. School of Advertising, Scranton, Pa.



## "The Breeder's Gazette is the Farmer's Greatest Paper."

—W. A. HENRY,  
America's Foremost  
Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

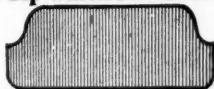
The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE  
358 Dearborn Street Chicago  
Member Standard Farm Papers Association

## The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

**Celluloid Tipped Guide Cards** are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.  
701-709 Arch St., Philadelphia

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse  
LINCOLN, NEB.

## Classified Advertisements

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

# AERO

The first weekly of aeronautics. Average circulation 4,000, growing fast. Agents write "AERO," St. Louis, Missouri.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed Box 1076, Havana, Cuba. J. Maclean Beers, publisher.

### BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

# 8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations  
Mostly individual boards. Write for open dates  
Standish Adv. Agency... Providence R.I.

### BUSINESS OPPORTUNITIES

**BUSINESS CHANCE.** A clean stock of mail order goods that will retail for over \$1,000.00. On account of leaving U. S. will sell all for only \$75. Circulars describing goods free. **JAMES ORR, 214 Kasota Bldg., Minneapolis, Minn.**

**WANTED**—A man with ready money to buy a part interest in, or the whole of, one of the best daily newspaper properties in the Rocky Mountain Region. A capable business manager to purchase a part interest preferred. An ideal business opening for any person and particularly for a man who desires to live in one of the Rocky Mountain States. Address: "XCO," care of Printers' Ink.

### ENGRAVING

**PERFECT** copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

### FOR SALE

**FOR SALE**—One Hoe Perfecting Newspaper Press, with complete Stereotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES,** Chester, Pa.

**FOR SALE**—Two Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES,** Chester, Pa.

### HELP WANTED

**YOUNG MAN;** good education; as assistant to editor of trade paper; address giving experience, salary expected and full particulars, ability, etc. Address: "K," care of Printers' Ink.

**CIRCULATION AND ADVERTISING MANAGER WANTED WITH AN EASTERN PAPER HAVING MORE THAN 100,000 CIRCULATION.** ADDRESS "ABC," CARE OF PRINTERS' INK.

**WANTED**—Good combination man, illustrator and copywriter. One capable of developing into an office manager. Good opportunity for live, young man who is ambitious and on the square. No trills. Address: "P. B.," care of Printers' Ink.

**WANTED**—A New York representative for "OPPORTUNITY." See our half page display ad in this number. We want an experienced advertising man well acquainted among Eastern advertisers and agencies. Write giving particulars with experience to Advertising Manager, "OPPORTUNITY," 210 Monroe St., Chicago.

**WANTED**—Live advertising solicitors for an established periodical recently come into new hands. Only men with sufficient faith in their ability to work for liberal commissions need apply. Time Table & Information Co., 43 Exchange Place, New York City.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWS-PAPEE MEN'S EXCHANGE**, Springfield, Mass.

**INFORMATION AND ILLUSTRATIONS**

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know.  
341 Fifth Avenue, New York.

**LABELS**

**3,000 Gummed Labels, \$1.00**  
Size 1 1/2 inches, printed to order and postpaid. Send for Catalog.  
**Easton Label Co., Phila., Pa.**

**MISCELLANEOUS**

**Who is Farmer Smith?**

**POSITIONS WANTED**

**COMMERCIAL ARTIST.** Position wanted. 12 years' experience. "J.F.M.," Printers' Ink.

**ENERGETIC Advertising Manager**, 35, exceptional executive and business producing ability, expert copy writer; open for engagement with first-class publication. 14 years' experience. Address "High-Grade," care of Printers' Ink.

**Present connection manager** national advertiser; formerly publication and agency work. Eleven years good experience. "CAPABLE WOMAN," care Printers' Ink.

**INTELLIGENT**, ambitious young man who can write strong, compelling copy, wants position with Chicago advertiser. Good knowledge of type, layouts, proof-reading, illustrations, form letters, etc. "F.B.," care Printers' Ink.

**SUCCESSFUL** advertising man, 30, with agency and retail training, desires a position with a progressive concern where his business ability and advertising experience will be of value. A good man at a reasonable salary. "BOX 62," care Printers' Ink.

**ADVERTISING MANAGER** of Eastern and Western experience wants a change. Fully equipped every detail sales or advertising. Now holds responsible position with manufacturing concern. Qualified copy writer, excellent executive. Worthy of highest confidence—equal to any responsibility. "G.R.A.N.T.," care, Printers' Ink.

**Mail Order Advertising Man**

Long experience with large Chicago mail order house. Practical knowledge of printing, lithography, illustrating, engraving, paper. Expert layout man and catalog compiler. Writer of sensible and forceful copy. Experienced in newspaper advertising, billboards, booklets and follow-up letters. Twelve years' experience. Prefer to connect with large progressive Western mail order house. Write to-day for samples. Will answer fully and concisely. Not out of a job. Address "MAIL ORDER."

**SUCCESSFUL** advertising man; well-acquainted among New York advertisers and agents; wants to represent a weekly or monthly paper in New York City. Has a record for securing business. Will accept either salary or commission, but is willing to rely upon his ability to produce results for an income. Address "BOX 28," care of Printers' Ink, New York.

**A CIRCULATION MANAGER** of unusual experience, good personality and a record of success is open to the right proposition. Is equipped to take full charge of the department, handle canvassing force, premium or clubbing efforts. Writes strong copy and letters, has original ideas, can plan and execute special campaigns, and is familiar with the general details of periodical publishing as well as all details of circulation work. Address "BOX 411," care Printers' Ink.

**AN ADVERTISING MAN** possessing seven years' varied experience, thoroughly conversant with the ethics of printing and now employed as advertising manager for a large mercantile house in the East, desires to connect with some manufacturing concern. Write me immediately regarding both the present and future possibilities of anything you may have to offer. Address "BROWNING," care Printers' Ink.

**Advertising Position Wanted**

Can you use a young man of energy and ability in your organization? One who believes in himself and in work, wants to connect with the right people and make good. Has studied advertising three years, understands many of its principles, enthuses over its possibilities and is satisfied he is suited to the work. Has solicited advertising successfully, but has had limited practical experience in copy writing. Ready on short notice to fit in anywhere in your organization and prove up. Well educated, American, 28, married, clean record, salary reasonable, with prospects. "ENTHUSIASTIC" care of Printers' Ink.

**PRESS CLIPPINGS**

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PRINTING**

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

**WINTHROP PRESS**, 419 Lafayette St., N. Y.

**PUBLISHING BUSINESS OPPORTUNITIES**

**Only daily paper in southwest-**ern city of 18,000. Annual business exceeds \$50,000. Returned owner over \$12,000 in cash for personal effort and investment in last fiscal year. For sale to settle an estate. Asked price \$60,000. Well equipped. An extraordinary opportunity to secure a solid and commanding business which will pay for itself in a few years, Proposition No. 81. C. M. PALMER, Newspaper Broker, 277 Broadway, N. Y.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average June, 1910, 17,640 dy.; 23,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,038.

☞ This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Nov., 1910, sworn, 14,075. You can cover Bridgeport by using Telegram only. Rate 15c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,736; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,647. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average 1909, 6,736. Its readers are responsive to advertisements.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, 461; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily aver., month of Sept., 1910, 51,792 (©). ☞

## FLORIDA

**Jacksonville, Metropolis**. Average, 1st 6 mos., 1910, 13,765. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

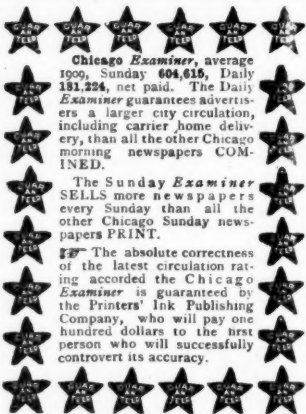
## ILLINOIS

**Champaign, News**. Leading paper in field. Average first five months, 1910, 5,161.

**Joliet, Herald**, evening and Sunday morning. Average for 1909, 6,826.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122.

**Peoria, Evening Star**. Circulation for 1909, 30,874.



**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

☞ The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

☞ The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



## INDIANA

**Evansville, Journal-News**. Average, 1909, 11,843. E. Katz, S. A., N. Y.

**Princeton, Clarion-News**, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

**South Bend, Tribune**. Sworn average Aug. 1910, 11,442. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1909, 9,180. "All paid in advance."

**Davenport, Times**. Daily av. Nov., '10, 17,281. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 3,009 subscribers. All good people.

**Waterloo, Evening Courier**, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av. '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909, net paid \$6,488.

### MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,185. Largest and best circ. in Cent. Me. *Bangor, Commercial*. Average for 1909, daily 9,200 weekly, 27,763.  
 Lewiston, *Sun*. Daily average year ending, Sept. 1910, 5,241; Sept. 1910, av., 6,886.  
 Portland, *Evening Express*. Average for 1909, 15,219. Sunday *Telegram*, 10,506.

### MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., 1909, 29,284; Sun., 102,476. No return privilege.  
 Baltimore, *News*, daily. News Publishing Company. Average 1909, 63,416. For Nov., 1910, 81,334.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

Boston, *Evening Transcript* (☉). Boston's readable paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation.  
 Daily (2 cents a copy)  
 1909, 180,278; Gain, 3,981  
 Sunday  
 1909, 323,089; Gain, 3,279  
 Advertising Totals: 1909, 7,335,279 lines  
 Gain, 1909, 465,679 lines  
 7,804,359 more lines than any other Boston paper published.  
 Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

Boston, *Post*. Average November, 1910; *The Boston Sunday Post*, 247,494, a gain of 28,120 copies per Sunday over November, 1909; *The Boston Daily Post*, 342,032, a gain of 47,209 copies per day over November, 1909.

Human Life, The Magazine About People. Guarantees and proves over 160,000 copies monthly.  
 Fall River, *Globe*. The clean home paper. Best paper. Largest circ. Actual daily av. 1909, 7,663.  
 Lawrence, *Telegram*, evening, 1909 av. 8,888. Best paper and largest circulation in its field.  
 Lynn, *Evening Item*. Daily sworn av. 1907, 16,522; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.  
 Salem, *Evening News*. Actual daily average for 1909, 18,574.  
 Worcester, *Gazette*, evening. Av. '09, 16,776; first 6 mos. '10, 17,424. Largest ev'g circulation.  
 Worcester, *L'Opinion Publique*, daily (☉). The only Gold Mark French daily in the U. S.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.  
 Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,358. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

### CIRCULATIN

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eleven months ending Nov. 30, 1910, 91,418. Average circulation of Sunday *Tribune* for same period, 80,627.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily and Sunday (☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Nov., 1910, evening only, 78,604. Average Sunday circulation for Nov. 1910, 81,077. (Jan. 1, 1908, subscription rates were raised from \$4.00 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

Minneapolis, *Svenske Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,455. A. A. A.

### MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.  
 St. Joseph, *New-Press*. Circulation, 1909, 38,832. The John Budd Company, Eastern Repr.  
 St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

### NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 143,208 for year ending Dec. 31, 1909.  
 Lincoln, *Freie Press* weekly. Average year ending Dec. 31, 1909, 143,084.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.  
 Jersey City, *Jersey Journal*. Average for 1909, 26,196. Last three months 1909, 26,686.  
 Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; March, '10, 20,263.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn." Daily average for year 1909, 52,908.

Buffalo, *Courier*, morn. Average, Sunday, 88,737, daily, 46,284; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

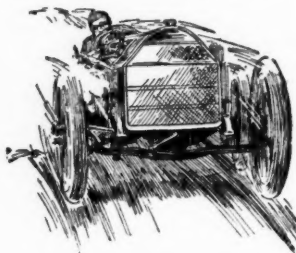
Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

#### NEW YORK CITY

*Army and Navy Journal*, Est. 1863. Weekly average, first four months, 1910, 10,999.



# FIRST

In the Automobile and  
Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago—"The Automobile," published at 231-241 West 39th St., New York

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 275,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 360,503. Evening, 399,669. Sunday, 460,956.

*Poughkeepsie Star*, evening. Daily average year, 1909, 6,013; first six months, 1910, 5,460.

*Schenectady Gazette*, daily. A. N. Lietz. Actual Average for 1909, 17,470; for Aug., 1910, 20,434. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady Star*. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,498; Sunday, 40,922.

*Troy Record*. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. examination, and made public the report.

*Utica National Electrical Contractor*, mo. Average for 1909, 2,583.

*Utica Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

#### NORTH CAROLINA

Charlotte, *News*, Evening and Sunday. Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

#### NORTH DAKOTA

Grand Forks, *Norman*, Norwegian weekly. Actual average for 1909, 9,460.

#### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,546. For Nov., 1910, 91,245 daily; Sunday, 119,225.

Youngstown, *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

#### OKLAHOMA

Oklahoma City, *The Oklahoman*. Nov., 35,766 weekday, 41,098 Sunday. E. Katz, Agent, N. Y.

#### OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian* (©). Nov. average circulation. Sundays, 69,895; Daily, 47,063. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

#### PENNSYLVANIA

Erie, *Times*, daily. 20,883 average, Nov., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Nov., 1910, 18,592. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1910, 88,308; the Sunday *Press*, 166,245.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 6,517; 1909, 5,522 (©).





"Cover Philadel-  
phia at one cost."

The net paid daily average  
circulation of the

**PHILADELPHIA**

**Bulletin**

for the first eleven months of  
1910 was

**244,528**

Copies a Day

**WILLIAM L. McLEAN, Pub.**

Chicago Office,

J. E. Verree, Steger Bldg.

New York Office,

Dan A. Carroll, Tribune Bldg.



**Chester, Times, ev'g d'y.** Average 1909, 7,786.  
N. Y. office, 325 5th Ave. F. R. Northrop, Mgr.  
**Washington, Reporter and Observer, eve. and**  
morn. Circulation for October, 1910, 12,936.

**West Chester, Local News,**  
daily, W. H. Hodgson. Aver. for  
1909, 18,860. In its 36th year.  
Independent. Has Chester Co.,  
and vicinity for its field. Devoted  
to home news, hence is a home  
paper. Chester County is second  
in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader, evening;** only daily  
in Luzerne County to permit A. A. A. examina-  
tion this year. Examination showed 17,300 net  
for last six months, gain of 3,185 net in two years.  
**York, Dispatch and Daily.** Average for 1909,  
20,018

**RHODE ISLAND**

**Pawtucket Evening Times.** Average circula-  
tion 12 mos. ending June 30, '10, 19,452—sworn.

**Providence, Daily Journal.** Average  
for 1909, 21,858 (©©). Sunday, 28,126  
(©©). **Evening Bulletin,** 46,991 aver-  
age 1909.

**Westerly, Daily Sun,** George H. Utter, pub.  
Circulates in Conn. and R. I. Cir., 1909, 6,237.

**SOUTH CAROLINA**

**Charleston, Evening Post.** Evening. Actual  
daily average 1909, 5,311. July, 1910, 6,964.

**Columbia, State.** Actual aver-  
age for twelve months, 1909,  
daily (©©) 14,436, Sunday (©©)  
14,959.

**Spartanburg, Herald.** Actual daily average  
for first nine months, 1910, 2,715.

**TENNESSEE**

**Nashville, Banner, daily.** Average for year  
1909, 35,208; for 1908, 36,554; for 1909, 40,086.

**TEXAS**

**El Paso, Herald, June, 1910, 11,602.** Only  
El Paso paper examined by A. A. A.

**VERMONT**

**Barre, Times, daily.** F. E. Langley. Av. 1909,  
8,231. 1st 4 mos., '10, 6,718. Examined by A. A. A.

**Burlington, Free Press.** Daily average for  
1909, 8,773. Largest city and State circulation.  
Examined by Association of Amer. Advertisers.  
**Montpelier, Argus, dy., av. 1909, 3,348.** Only  
Montpelier paper examined by the A. A. A.  
**St. Albans, Messenger, daily.** Average for  
1909, 3,184. Examined by A. A. A.

**VIRGINIA**

**Danville, The Bee.** Aver. Oct., 1910, 4,064;  
Nov., 4,097. Largest circulation. Only eve. paper.

**WASHINGTON**

**Seattle, The Seattle Times (©©)**  
is the metropolitan daily of Seattle  
and the Pacific Northwest. It  
combines with its Dec. '09, cir. of  
64,246 daily, 84,362 Sunday, rare  
quality. It is a gold mark paper  
of the first degree. Quality and  
quantity circulation means great productive value  
to the advertiser. In 1909 *Times* beat its near-  
est competitor 2,756,054 lines.

**Tacoma, Ledger.** Average 1st to months, 1910,  
daily, 18,971 Sunday, 27,349.

**Tacoma, News.** Average for 1st to months,  
1910, 19,103.

**WISCONSIN**

**Janesville, Gazette.** Daily average, Nov.,  
1910, daily 6,627; semi-weekly, 1,799.

**Madison, State Journal, daily.** Actual aver-  
age for Jan., 1910, 6,960.

**Milwaukee, The Evening Wis-  
consin, daily.** Average daily cir-  
culation from April to Sept., 1910,  
41,144. Gain over April and May,  
1909, 8,758 daily. A paper with  
the quantity as well as the quality  
circulation. It covers the city of  
Milwaukee and the State of Wisconsin like a  
blanket. It has proven its productive value to  
the advertiser. Rigid Circulation Examination  
completed by Association of American Advertis-  
ers Oct. 3d, 1910. Chas. H. Eddy, Foreign Repre-  
sentative, 1 Madison Avenue, New York. 150  
Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

**Milwaukee, The Milwaukee  
Journal, (evening) daily.** Carried  
1,515 Columns 11 inches of adver-  
tising in Nov., (26 days). Cir-  
culation 62,871; daily gain 4,447  
over Nov., 1909. Goes to over 60%  
of Milwaukee homes. The  
*Journal* leads in both classified and display ad-  
vertising. Rate 7c. flat. C. D. Bertolet, Mgr.  
Foreign, 1101 to Boyce Bldg., Chicago; J. F.  
Antidell, 356 Fifth Avenue, N. Y. City.  
**Oshkosh, Northwestern, daily.** Average for  
Dec., 1909, 9,801. Examined by A. A. A.  
**Racine, Daily Journal.** Oct., 1910, circula-  
tion, 5,203. Statement filed with A. A. A.



**Racine, Wis., Established, 1877.**  
Actual weekly average for year  
ended Dec. 31, 1909, 60,686.  
Larger circulation in Wisconsin  
than any other paper. Adv.  
\$4.20 an inch. N. Y. Office.  
W. C. Richardson, Mgr.

**WYOMING**

**Cheyenne, Tribune.** Actual net average  
year, 1909, daily, 6,125; semi-weekly, 4,994.

**MANITOBA, CAN.**

**Winnipeg, Free Press, daily and weekly.** Av-  
erage for 1909, daily, 40,890; daily Oct., 1910,  
43,312; weekly 1909, 27,050; Oct., 1910, 24,780.  
**Winnipeg, Der Nordwestern.** Canada's National  
German weekly. Av. 1909, 13,163. Rates 45c in-  
Winnipeg, Telegram, dy. av. Nov., '10, 34,291,  
(Saturday av., 37,537). Farmers' Weekly, same  
period, 30,000.

**QUEBEC, CAN.**

**Montreal, La Presse.** Daily average for  
November 1910, 101,139. Largest in Canada



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the Daily News," says the Post-office Review, and that's why the Daily News is Chicago's "want ad" directory.

## INDIANA

### THE INDIANAPOLIS STAR

is the leading "Want Ad" Medium of the State

Only Sunday Paper. Rate 1 cent per word

**The Indianapolis Star**  
INDIANAPOLIS, IND.

## MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,111 over 1909, and 230,809 more than were printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION



by Printers' Ink Pub. Co. —daily or Sunday.

THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 11 months ended Dec. 1, 1910, 2,344,188 lines of classified advertising. Rates: 1 cent a word, cash with order, or 10 cents a line, where charged —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Nov., 1910, amounted to 167,076 lines; the number of individual ads published were 22,352. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE Oklahoman, Okla. City, 36,477. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.



# (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (OO). Established 1821. Finest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (OO).

## GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

## ILLINOIS

Bakers Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

## MAINE

Lewiston Evening Journal, daily, average for 1904, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). The oldest and most influential textile mill journal. Worcester's Opinion Publique (OO). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

## NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting 'The Evening Post.' —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 85,654; Sunday, 164,061.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over 80,000; weekly, over \$3,600.

## VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

## WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768, Flat rate.

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# Chillton Advertising Post Cards in Colors

**in your publicity campaigns  
mean dollars in your pocket**

Some of the largest manufacturers in the country are finding this out. Mack Bros. Motor Car Co.—prominent makers of Automobile Trucks—write us as follows:

"It may interest you to know that within sixty days after delivery of the first lot of your postal cards carrying the motor truck for brewers' use, we have sold at least four trucks as a direct result of this campaign, which amounts to over \$20,000. In addition to the direct sales, we have inquiries from at least a dozen large, well-known breweries, some of them with a National reputation, which shows the attention given to advertisements of the character which you offer.

Thanking you for the numerous courtesies extended and awaiting delivery of the three lots still in print, we remain,

Yours very truly,

MACK BROS. MOTOR CAR CO.

(Signed) Arthur C. Brady,  
Eastern Sales Manager, New York City.

The orders and re-orders that we are daily receiving prove that the post card in colors is a force to be reckoned with in advertising.

Did you read the article on Post Cards which appeared in Printers' Ink of October 27th? If not, would you like to have us send you a copy of this article? Many of the cards illustrated were Chillton Cards.

## **We Are the Largest Makers of Colored Advertising Post Cards in America**

We make but this one thing—our entire organization is devoted to the production of the highest grade of color work in this particular form; with the result that we have reduced manufacturing and selling costs to the minimum and are able to give you—

### **Quality Cards at Right Prices**

Let us send you samples and show you how **you** can make use of this "Personal-appeal" advertising, which always produces satisfactory results.

## **Chillton Company**

Market & 49th Streets

Philadelphia, Pa.

**T**HE most valuable advertising service to you is that which bases its plans and choice of mediums on intimate knowledge of the people, the trade and the publications in the particular localities where you seek to build up business.

**H**OW much does your United States advertising agent know about the Canada of *today*—its people, its press, its trade methods, its geography, its opportunities? Not enough to direct your Canadian advertising as it ought to be directed. Not enough to make the most of **YOUR** opportunities.

**C**ANADA is growing very fast. It is not possible to keep *sufficiently well* posted on all essential facts unless you are here on the spot. No United States advertising agency places enough advertising in Canadian mediums to make it worth while keeping in close touch.

**O**UR exact and thorough knowledge of Canadian conditions is at your service. Gibbons service is on a par with the *best* in the United States—and we *do know Canada*. Write us about **YOUR** Canadian advertising.

## J. J. GIBBONS LIMITED

### CANADIAN ADVERTISING

*Newspaper, Trade Papers and all Outdoor Advertising*

TORONTO

CANADA

MONTREAL

Cable Address: "GIBJAY," Toronto

Cable: A. B. C. 5th Edition

## COPY MAN WANTED

**W**E require another capable man qualified to assist our clients in the best conduct of their advertising. Only experienced men of recognized ability need apply. The opportunity will prove attractive to the right kind of man.